



Organization: Indiana Ready Mixed Concrete Association

Job Title: Promotions Manager

Type of Position: Hybrid with 50-70% travel per month throughout Indiana

Location Requirement: Central Indiana, within 30-mile radius of Indianapolis

I. Job Summary

As the IRMCA Promotions Manager, you'll spearhead dynamic marketing initiatives to drive membership engagement and advance the utilization of Portland Cement Ready Mixed Concrete. By collaborating closely with the Executive Director and leveraging the IRMCA formal marketing plan, you'll orchestrate local, regional, and statewide promotional campaigns aimed at expanding the adoption of concrete solutions.

II. Primary Tasks and Responsibilities

1. Collaborate with the Executive Director to coordinate and execute promotional activities aligned with organizational objectives.
2. Lead and collaborate with Association committees to elevate membership services and foster program development.
3. Conceptualize and deliver compelling promotional and educational seminars, supplemented with visually captivating multimedia materials in line with the Association's Marketing Plan.
4. Provide timely assistance to member firms by furnishing technical information, promotional materials, and facilitating marketing calls.
5. Proactively engage with key stakeholders in public and private sectors to advocate for increased concrete usage, targeting decision-makers through strategic marketing outreach.
6. Drive the development and coordination of the IRMCA's Annual Outstanding Achievement Awards Program, cultivating widespread industry participation and orchestrating awards presentations at the Annual Short Course meeting.
7. Actively participate in IRMCA events and relevant construction industry gatherings to advance promotional objectives.
8. Collaborate with regional promotional groups to organize impactful demonstrations and promotional events.
9. Monitor and evaluate the efficacy of marketing and promotional efforts, collaborating with the Executive Director to enact necessary updates and revisions.
10. Undertake additional promotional activities as assigned by the Executive Director and the Director of Promotion, contributing to the overall operational effectiveness of the IRMCA office.



III. Skills & Abilities

1. Enthusiastic attitude with a dedication to continuous learning.
2. Proactive self-starter with exemplary time management skills.
3. Proficient understanding of marketing and promotion principles.
4. Competent in developing and delivering engaging PowerPoint presentations.
5. Strong public speaking skills to deliver impactful presentations to diverse audiences.
6. Effective communication skills to engage with stakeholders across various sectors.
7. Comprehensive knowledge of market segments and products relevant to advancing the use of ready mixed concrete.
8. Proficient written communication skills for media outreach, report writing, promotional reporting, marketing material development, and newsletter creation.

IV. Experience & Education/Training

1. Bachelor's degree or equivalent industry experience is required, preference given to Construction Management, Marketing, or Business
2. Demonstrated experience in marketing, promotion, and sales within the construction industry or related sectors preferred.
3. Familiarity with design and construction industries is beneficial, though not essential.
4. Prior work experience in the concrete or construction industry is preferred.
5. Experience with HubSpot or other CRMs is advantageous.

V. Supervisory Responsibilities

1. This position does not entail direct supervision of employees.

VI. Salary Range & Compensation

1. **Company Vehicle:** Provided by the association.
2. **Individual Health Insurance:** Employee is covered by the association upon commencement of employment.
3. **Disability Insurance:** Fully covered by the association upon commencement of employment.
4. **SEP/Retirement:** After one year of service, the association contributes 6% towards the employee's SEP/Retirement plan.

VII. Submission

1. Email Cover Letter and Resume to Executive Director, Chad Montgomery:
CMontgomery@IRMCA.com