



**Job Title: Communications and Marketing Specialist**

**Classification:** Exempt

**Status:** Full-Time

**Schedule:** Monday through Friday – In Person

**Salary Range:** \$75,000-\$85,000

**Location:** Tarrytown, NY, Main Office

**Reports To:** Communications and Events Manager

**About Us**

The Construction Industry Council of Westchester & Hudson Valley, Inc. (CIC), in partnership with the Building Contractors Association of Westchester & The Mid-Hudson Region (BCA), is a professional trade organization representing more than 600 businesses at the core of the region’s construction industry. CIC and BCA serve as advocates, conveners, and trusted industry resources championing infrastructure investment, workforce development, safety, and economic vitality throughout the Hudson Valley.

**About the Opportunity**

This position is responsible for developing, executing, and overseeing all aspects of the Construction Industry Council of Westchester & Hudson Valley’s communications, marketing, branding, and public relations efforts. The Communication and Marketing Specialist\_serves as CIC’s primary steward of organizational messaging and public presence, ensuring consistent, compelling, and mission-aligned communications across all platforms.

The Strategist oversees CIC’s communications strategy that includes journalism, social media content, newsletter development, and media outreach, while also serving as CIC’s marketing and brand specialist and primary Public Relations contact. This role supports Events and Communications Manager and the Executive Director to elevate CIC’s visibility, strengthen member engagement, and position the organization as a leading voice for the construction industry in the Hudson Valley and beyond.

The position reports to the Events and Communications Manager. It is full-time, on-site, and requires attendance at CIC and industry events to capture content, promote the CIC brand, and communicate the organization’s value to members, partners, and the public.



## **Essential Functions, Duties and Responsibilities**

### **General**

- Executes a comprehensive communications and marketing strategy aligned with CIC's mission, strategic priorities, and annual goals.
- Attends CIC, member, and community events to capture content and promote the organization's programs, partnerships, and impact, with interactions shared appropriately in real time and/or through subsequent communications.
- Identifies and tracks industry trends, policy discussions, and key milestones to inform content development and strategic outreach.
- Develops and maintains a centralized CIC accessible library of communications assets, templates, brand guidelines, and documented workflows to support continuity and scalability.
- Collaborates with CIC colleagues to support event promotion, membership engagement, and cross-functional initiatives, while building a deep understanding of internal programs, priorities, and operations.

### **Journalism / Editorial**

- Researches, reports, and produces original, high-quality editorial content that positions CIC as a credible and authoritative voice within the industry.
- Conducts interviews with members, stakeholders, policymakers, and industry leaders to develop compelling stories, features, and thought leadership pieces.
- Applies strong editorial judgment to ensure accuracy, balance, and integrity in all published content, aligning with journalistic standards and ethical practices.
- Translates complex policy, regulatory, and industry topics into clear, engaging, and accessible narratives for diverse audiences.
- Develops and manages an editorial calendar that aligns storytelling with organizational priorities, advocacy efforts, and key industry moments.

### **Marketing**

- Create from concept to completion, a broad array of social media, digital and/or print promotional and communication materials for the association.
- Delivers CIC's social media presence, including content planning, creation, posting, monitoring, and performance tracking across relevant platforms. Sharon leads it and monitors impact.
- Creates original content including written copy, photography, graphics, and short-form video to promote events, advocacy initiatives, industry trends, and member impact.
- Leverages AI-enabled tools responsibly to support content development, editing, scheduling, analytics, and workflow efficiency while maintaining CIC's standards for quality, accuracy, and credibility.

### **Communications**

- Create all organizational messaging, ensuring brand consistency, clarity, accuracy, and professionalism across digital, print, and earned media platforms.



- Serves as CIC’s primary steward of brand voice and public narrative, translating complex industry topics, advocacy efforts, and member value into clear and compelling communications.
- Plan and prepare content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the association while working with the Communications and Events Manager closely on process before being distributed.
- Ensures timely development and distribution of newsletters and other member communications throughout the year.
- Analyzes engagement and performance metrics across social media, newsletters, website traffic, and media coverage to refine communications strategy and improve reach and effectiveness by working with the Communications and Events Manager.
- Work with the third party to maintains and update the CIC website with current events, news, resources, and visual content, ensuring accuracy, accessibility, and alignment with brand standards.
- Ensures all communications adhere to organizational standards, ethical guidelines, copyright requirements, and appropriate use of AI-generated materials.
- Ensures digital communications reflect accessibility and inclusion best practices to effectively serve CIC’s diverse membership and public audiences.

### **Public Relations**

- Serves as CIC’s primary public relations contact, developing and executing press releases, media pitches, talking points, and outreach strategies in coordination and approval of the Executive Director.
- Seeks, develops, and maintains relationships with trade publications, newspapers, and other media outlets to secure coverage and visibility for CIC initiatives, leadership perspectives, and industry priorities.
- Monitors media coverage, digital channels, and industry conversations to identify emerging trends, reputational risks, and opportunities for proactive messaging or thought leadership to plan and strategize with the Executive Director.
- Supports rapid response communications and issue management in coordination with the Executive Director as needed.
- Works with the Executive Director and Communications and Events Manager on messaging, talking points, speaking opportunities, and public-facing communications.

### **Education, Abilities, Competencies and Experience Required**

- Bachelor’s degree in communications, marketing, journalism, public relations, or a related field preferred, or equivalent professional experience.
- Minimum of (3) three years of progressive experience in journalism/editorial communications, marketing, public relations, or related roles, preferably within a membership organization, nonprofit, or trade association.
- Proven experience of exceptional written and verbal communication skills, with strong editorial judgment and attention to detail.
- Demonstrated proficiency in leveraging technology, digital platforms, and AI-enabled tools to improve communications effectiveness, engagement, and operational efficiency.
- Ability to quickly learn, manage, and optimize multiple platforms, including social media channels, email marketing systems, content management systems, CRM or membership databases, and event registration tools.
- High level of competence with Microsoft Office and cloud-based collaboration tools, including document management, shared calendars, and virtual meeting platforms.



- Strong organizational and project management skills with the ability to manage multiple priorities in a dynamic, member-driven environment.
- High level of professionalism, discretion, emotional intelligence, and confidence representing the organization publicly.
- Strategic thinker with the ability to execute independently while collaborating effectively across teams.

**Supervisory Responsibility**

This position has no formal supervisory responsibility but functions as a leadership role with cross-functional influence and decision-making authority.

**Work Environment**

This job operates in a professional office environment and routinely uses standard office equipment. Occasional attendance at events, meetings, or external engagements is required based on organizational needs.

**Physical Demands**

This role is largely sedentary, with periodic walking, standing, bending, or light lifting related to office responsibilities or event support.

**Position Type and Expected Hours of Work**

Work hours are generally Monday through Friday. Flexibility is required to accommodate occasional early mornings, evenings, or weekends based on events and organizational priorities.

**Travel**

Minimal local travel is expected and based on organizational and event needs.

**Other Duties**

This job description is not intended to be an exhaustive list of duties. Responsibilities may evolve based on organizational needs.

CIC is an Equal Employment Opportunity Employer. CIC provides equal employment opportunities to all employees and applicants and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by law.