



Marketing & Business Development Specialist

Kearney, Nebraska

BD Construction, Inc. is looking for a **Marketing & Business Development Specialist** to strengthen how we share our work with the communities we serve and how we pursue projects. This is a high-impact position within an established, 40+ year Construction Management firm with a strong reputation across Nebraska and surrounding states.

Reporting to the Vice President of Business Development and working closely with our Business Development team and the Director of Marketing, you'll divide your time between two connected areas: keeping our brand, communications, and community presence sharp, and helping our team find, pursue, and win new work. If you're someone who can write a news release in the morning, wrap up an RFP response before an afternoon deadline, and represent our brand at a community event that evening, this role was built for you.

What You'll Do

Business Development & Proposals

- Research potential clients and projects in targeted markets and untapped business sectors identified by the Business Development team.
- Prepare prospect briefing updates covering organizations, key decision-makers, potential projects, relevant news, previous BD relationships, and comparable BD projects.
- Represent BD Construction at community and industry events, identify potential leads, and share relationship insights with the Business Development team.
- Send thank-you notes, relevant project information, and personalized follow-up materials after sales calls and meetings.
- Compile and share briefs for potential projects with estimating, construction operations, project management, and other team members to support go/no-go decisions, proposal strategy, and team member selection.
- Coordinate proposal development by gathering resumes, project sheets, references, required forms, and supporting materials; manage deadlines, proofread content, and ensure professional, accurate, and timely submissions.
- Maintain accurate records of prospects, contacts, leads, and pursuits; track proposal outcomes and win/loss trends.

- Maintain a relationship touchpoint calendar for clients and architects, coordinate client appreciation activities, and arrange gifts or recognition for holidays, project anniversaries, and special occasions.

Marketing & Communications

- Draft company-wide announcements and the monthly e-newsletter
- Create and schedule social media content; monitor engagement and report on performance metrics
- Assist with keeping the company website current with project photos, news, team bios, and service descriptions
- Track advertising placements, deadlines, and artwork submissions

Community Engagement & Sponsorships

- Receive, respond to and log donation, golf tournament, and sponsorship requests, and maintain a master calendar of recurring community commitments
- Coordinate with recipients on logo usage, event recognition, and fulfillment of sponsorship benefits
- Maintain organized files for marketing assets, project descriptions, team resumes, and other proposal materials, as well as vendor contracts, media contacts, and sponsorship agreements
- Perform other duties as assigned

What We're Looking For

- Bachelor's degree in marketing, communications, business administration, sales, or a related field.
- Five or more years of experience in marketing, communications, sales, or business development
- A professional, confident presence when representing the company with clients and in the community
- Experience preparing proposals, or similar deadline-driven deliverables
- Experience managing social media (LinkedIn, Facebook, Instagram) and reporting on basic analytics
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Working knowledge of Adobe InDesign, Creative Suite, or similar design tools — or the ability to learn them quickly
- Ability to manage multiple projects and priorities across two distinct areas of responsibility in a fast-paced environment
- Self-directed and comfortable working both independently and collaboratively
- Experience in the architecture, engineering, construction, or related industry is a plus, but not required

About BD Construction

BD Construction is a Construction Management and General Contracting firm headquartered in Kearney, Neb., with a second office in Fremont and more than 40 years of experience delivering projects across rural and regional markets. Our portfolio includes K–12 education, healthcare and medical facilities, commercial office, financial institutions, and residential construction.

We pride ourselves on building lasting relationships, delivering quality projects, and maintaining a strong reputation in the communities we serve.

Why Join Us

- A career-development opportunity with two potential career paths: marketing or business development
- A role with real variety — no two days look the same
- A direct hand in how BD Construction tells its story and wins new work
- Established company with long-term stability
- Collaborative team environment
- Flexible scheduling to accommodate evening and community events
- Strong benefits package that includes 401k plan with matching contributions, health insurance, paid vacations and holidays, short- and long-term disability insurance, life insurance, voluntary dental and AFLAC, voluntary eye insurance.

Location

Kearney, Nebraska (with regional travel for events and client meetings)