

MARKETING COORDINATOR



Eng. is looking for a highly motivated and energetic professional who is experienced in handling a wide range of marketing activities to join our award-winning team and help us continue to excel in our business development efforts and market image and position. The marketing coordinator will work with the firm's principals, technical and managerial staff to create and coordinate proposals, presentations, qualifications packages, and interview materials. Similarly, the marketing coordinator will be engaged in updating and maintaining marketing collateral, proposal resources, lead tracking, event coordination and social media presence. It's an active job where an individual has the opportunity to make a difference, and further develop their talents.

Primary duties include:

- Collaborate with the Director of Business Development to write and organize proposals and other strategic marketing materials to help secure work for our professional engineering firm.
- Lead RFQ/RFP responses from initial lead tracking through development and production of proposals, qualifications packages and interview materials. Key attributes are abilities to maintain compliance with RFQ/RFP requirements while developing accurate, creative content and graphics that convey win themes.
- Refresh firm's brand image collateral (print and electronic), project profiles, team resumes, experience lists and service/market sector summaries.
- Update and maintain inventory of proposal resources, photos and graphics.
- Update and maintain conference/seminar schedule and promotions inventory. Provide support for professional association events and programs.
- Support redevelopment of website and creation of electronic marketing materials.
- Monitor the firm's social media sites and post relevant updates.
- Update and maintain the marketing & business development information management system.
- Strong verbal communication is key for success.

Preferred Qualifications & Requirements:

- Bachelor's degree from a four-year college or university. Preference is for a degree in marketing, communications, journalism, public relations, or graphic arts.
- Minimum 1-2 years of experience in marketing and proposal/qualifications coordination, development and production. Preference is for experience in the A/E/C industry.
- Excellent skills in Microsoft Office and Adobe Creative Suite, including InDesign, Photoshop and Illustrator. Preference is for strong writing, proofreading and graphic design skills.
- Excellent organizational skills and attention to detail with ability to manage multiple deadlines and prioritize workload.
- Commitment to produce high-quality deliverables that address client needs and critical success factors and present the firm's credentials in a compelling and professional manner.
- Previous marketing and office administration experience a plus.