

Marketing Coordinator

Responsibilities:

- Assist VP of Strategic Development with annual marketing plan development
- Delegate and coordinate the work of other personnel including but not limited to Project Executives, Project Managers, and Estimators
- Manage creation of qualification brochures, proposals and presentations (powerpoints) as needed
- Work with technical staff and VP of Strategic Development to develop proposal sections and scopes of work
- Ensure staff resumes are maintained and up to date
- Manage award submissions, and Public Relations strategy
- Develop social media strategy and manage updates and content creation
- Ensure Web site information is updated and maintained
- Coordinate specialized consultants (photographers, PR, etc.)
- Manage collateral materials development, public relations and advertising programs, corporate identity development and implementation, special events, constant contact announcements, and market research activities
- Actively involved in professional and community organizations, including SMPS

Skill Set:

- Proficient with word processing software
- Proficient with desktop publishing software (Powerpoint, Indesign, Quark experience desired)
- Organizational skills, multi-tasking skills, ability to work under pressure/deadlines
- Detail oriented
- Ability to demonstrate creativity
- Knowledge of database concepts
- Excellent time management skills
- Basic understanding of A/E/C industry terminology and procedures
- Working knowledge of marketing databases and proposal resources files
- Understanding of basic marketing principles

Education/Certification Requirements:

- Bachelor's degree with one to three years of experience preferred
- Without a degree, three to five years of relevant A/E/C experience required
- Recommended: Preparation to earn the Certified Professional Services Marketer (CPSM) certification