

POSITION: Marketing Coordinator

DEPARTMENT: Business Development

REPORTS TO: Business Development Manager

CLASSIFICATION: Hourly, Full Time, Non-Exempt

LOCATION: Springfield

SUMMARY: Coordinate the company's marketing production efforts and provide support to business development.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing Production (75%)

- Plan and coordinate responses to Request for Proposals/Qualifications. Become familiar with client requirements and implement them in responses.
- Support project interviews by developing presentation and interview outlines and materials.
- Plan and coordinate proposal narratives, resumes, boilerplate information, project descriptions, etc.
- Plan and coordinate storytelling narratives, project descriptions, website updates, social media campaigns, industry award initiatives, and marketing print materials such as handouts, infographics, newsletter, etc.
- Maintain and oversee consistent branding standards and support the administrative team with consistent standards in Style Guide.
- Perform market research and project research as directed by Business Development Manager.
- Assist with the development and maintenance of the company CRM database including data entry, document uploads, and reporting.
- Plan and coordinate company events, and staff culture and community initiatives.

Marketing Administration (25%)

- Participate in bi-weekly marketing meetings.
- Develop and maintain good business relationships with marketing staff of existing and potential clients to facilitate procurement of future work projects and business development.
- Support marketing administration efforts, including updating, organizing, and indexing marketing masters and project profiles.
- Assist with the development of marketing processes and metrics.
- Promote a positive, collaborative, and team-oriented Business Development Department.

QUALIFICATIONS AND EXPERIENCE

- This position requires a bachelor's degree in marketing, business administration, communications or equivalent.

- Experience with RFQ/RFPs and/or architectural and/or engineering firm desirable.
- Highly proficient in the use of Adobe Design tools required – InDesign, Illustrator, Photoshop, etc., and MS Office suite.
- Working knowledge of WordPress or related website software platform desirable.
- Experience in a professional office environment desired.
- A demonstrated ability to prioritize and handle multiple tasks.
- Attention to detail and a high level of accuracy in preparing and entering information.
- Excellent interpersonal skills.
- Effective organizational and written skills.
- Must be a self-starter.
- Preferred personal attributes, including:
 - Personable, presentable, and articulate
 - Sound work ethic
 - Honest, trustworthy, and dependable
 - Respectful
 - Cultural awareness and sensitivity
 - Ability to think creatively

WORK CONDITIONS

Physical Demands

Occasional lifting and carrying, up to 10lbs

Typing/computer work, more than 75% of the time

Sitting, standing, and walking

Mental/Visual Demands

Concentrated mental and/or visual attention; the work involves performing complex tasks accurately to ensure high quality.

Work Location

This role will be allowed to work in the office and remote, if desired. Office work will comply with OSHA COVID regulations and work from home schedule will be determined by work tasks and direct report. Office/remote schedule will be determined at time of hire. A minimum of 50% of work will be required in the Office.

Work Hours

Office is open from 8:00am to 5:00pm. Specific schedule to be determined. Periodic local travel and evening events may be required. Time off to be coordinated with Business Development team. Employees are expected to perform all duties as assigned.

Background Screening

Background screening may include previous employment, education, criminal history, and driving record verification.