

Marketing Coordinator

ALSC is a team of creative professionals—who lead a clear principle-based design process delivering simple yet powerful architectural solutions authentic to our client's mission, culture and vision. We believe design has a profound opportunity and responsibility to inspire and make a difference in our lives.

Job Description

The Marketing Coordinator is responsible for assisting in the creation and preparation of the firm's marketing materials in support of business development initiatives. It is responsible for producing a consistent quality of written and graphic content in all marketing proposals, SOQs, and presentations: and indirect marketing, including but not limited to social media, public relations, market research, networking, and special event planning. This includes collaborating with other marketing professionals and working with the principals and other technical professionals to deliver business development results for the firm. The Marketing Coordinator exhibits the firm's core values and performs all duties with a high degree of professionalism. They independently perform most assignments based on the specification of desired results with oversight from the Marketing Manager.

Responsibilities

- Partner with firm leaders to coordinate, generate, organize, develop, assemble, and complete marketing materials to support business development efforts, including SOQs, RFQs, RFPs, presentations, project case studies, resumes, and related content
- Participate in proposal strategy kick-off meetings and translate strategic ideas into proposal content proposals. Collect, develop, write, edit, and maintain project case study data, images, and materials
- Proofread and edit all marketing content, including graphic layout, written content accuracy, and adherence to graphic standards to present a consistent appearance of style
- Coordinate the timely production of materials, including copying, binding, distribution, and delivery, and follow the proposal close-out process
- Collaborate with the rest of the marketing team to strategize on marketing initiatives, knowledge sharing/best practices, and development of key messages
- Coordinate and prepare interview presentation materials as needed
- Maintain resumes, project descriptions, proposal boilerplate, and other marketing resources in the firm's marketing database
- Maintain marketing-related mailing and media lists
- Help principals and other professionals maintain marketing information in the CRM database
- Ensure brand consistency in all print and digital marketing materials
- Provide graphic and document editing support for other departments as needed
- Prepare and submit award submittals
- Prepare and distribute press releases
- Solicit annual editorial calendars of relevant publications
- Prepare and post social media content
- Coordinate internal and external special events, including trade shows and exhibits
- Perform market research to build client, project, and competitor intelligence
- Research and document school bond initiatives and results
- Manage inventory of marketing materials and logo gear
- Seek efficiencies and constant process improvements in all areas of marketing operations



Competencies

- Proficient in the production of complex proposal and presentation requirements
- Eye for detail, innovative design ideas, excellent time management, and organizational skills
- Excellent written and verbal communication skills with the ability to communicate effectively across all levels of an organization
- Team player attitude, assisting others, internal client service, flexibility, and taking ownership and initiative
- Ability to work in a collaborative environment to share and seek knowledge with others
- Strong sense of initiative and is a natural implementer
- Contributes innovative ideas and has an intuitive understanding of client needs and desires
- Highly proficient in Adobe Creative Suite and Microsoft Office

Qualifications

- Bachelor's Degree in Marketing or related field preferred
- Experience marketing in Architectural industry preferred
- A minimum of two years of experience in maintaining internal marketing proposal systems in the desired role preferred

Benefits

- A fun, collaborative working environment
- Employer paid medical/vision insurance (employee + family) and dental, life and disability (employee)
- Eight paid holidays, sick leave, and two weeks vacation to start
- 401K retirement plan
- Defined contribution retirement plan
- Optional performance related bonuses
- Continuing education stipend

ALSC Architects is an EEO/AAP employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law.