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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 supports the creation and preparation of marketing materials that drive business development initiatives. This role is responsible for producing high-quality written and graphic content for proposals, Statements of Qualifications (SOQs), and presentations. The Marketing Coordinator collaborates closely with other marketing staff, firm principals, and technical professionals to ensure effective, branded, and strategic marketing deliverables. The individual in this role upholds the firm's core values and demonstrates professionalism in all interactions. This position reports directly to the Director of Marketing.

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
- Collect, develop, write, edit, and maintain project case study data, images, and materials
- Proofread and edit all marketing content, including graphic layout and written content, to ensure accuracy and adherence to brand standards
- Coordinate the timely production of materials, including copying, binding, distribution, and delivery; ensure adherence to the proposal close-out process
- Collaborate with the marketing team to strategize initiatives, share best practices, and develop 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
- Support principals and other professionals in maintaining marketing information in the CRM database
- Ensure brand consistency across all print and digital marketing materials
- Prepare and submit award submittals
- Perform market research to build client, project, and competitor intelligence
- Other duties as assigned



Competencies

- Proficient in the production of complex proposals and presentation materials
- Excellent time management and organizational skills
- Excellent written and verbal communication skills with the ability to communicate effectively across all levels of the organization
- Demonstrates a team-oriented mindset by actively supporting colleagues, providing excellent internal client service, adapting to changing priorities, and taking ownership of tasks with initiative and accountability
- High attention to detail and a proactive, solutions-oriented approach
- Brings innovative ideas and an intuitive understanding of client needs and expectations
- Highly proficient in Adobe Creative Suite and Microsoft Office

Qualifications

- Bachelor's degree in marketing or related field preferred
- At least five years of marketing experience required, with a minimum of two years in the AEC industry
- Experience with Vantagepoint CRM preferred
- At least five years of experience managing internal proposal systems in a marketing-focused role

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, or any other protected characteristic under applicable law.