

# MARKETING COORDINATOR

## SUMMARY

GBD Architects Incorporated (GBD) is a 53-year-old, employee-owned corporation seeking applicants for a Marketing Coordinator to join their planning, architectural and interior design team. This individual will have primary responsibility of the firm's marketing efforts, facilitate business development activities and the proposal development process; plus operate independently on a variety of related tasks. The ideal candidate will be responsible for coordinating and creating proposals; including writing, researching, data gathering, execution and delegation. Please see GBD's website for more information about the firm:

<http://www.gbdarchitects.com>

## KEY RESPONSIBILITIES

- Key responsibilities include:
- Plans, conducts, and coordinates a range of marketing support activities.
- Develops/maintains marketing information systems, databases and mailing lists.
- Creates concepts for and coordinates production of collateral materials.
- Supports development or marketing and business development strategy.
- Researches and tracks target markets, clients and potential opportunities.
  - Monitors websites and publications; distribute RFPs for a go/no-go decision.
  - Attends pre-proposal meetings along with senior staff; attends alone when more senior staff is unavailable.
  - Coordinates follow-up and debrief on opportunities, as needed.
- Helps develop strategy on project-specific marketing activities; coordinates production of project marketing support materials (resumes, project cutsheets, proposals, presentations, etc.).
- Establishes relationships with media representatives; coordinates public relations activities.
  - Writes and edits company press releases.
- Assists in coordinating special events with GBD Administration Staff.
- Coordinates implementation of corporate identity, project photography and advertising.
- Writes, edits and coordinates proposal sections and general marketing correspondence.
- Assists with interview preparation and practice.
- Responds to and compiles award submissions.
- Updates corporate website and social media.
- Engages with and represents firm in professional marketing community.  
*(SMPS membership is encouraged).*

## EDUCATION

- Bachelor degree in Marketing, Communications, English (with emphasis on writing) or equivalent experience.

## **EXPERIENCE & ABILITIES**

- 3-5 years of experience as a Marketing Coordinator or Proposal Writer.
- Experience with the A/E/C industry (or another professional services firm) is a plus.
- Well-organized, persistent, tactful and enthusiastic.
- Works well with all types and levels of people, without close supervision.
- Excellent communications and English grammar skills, including writing and editing of technical materials.
- Demonstrated understanding of marketing, business development and public relations.
- Ability to work under tight time constraints and deadlines; ability to juggle last minute and urgent requests.
- Design eye for layout and organization of publications.
- Strong interpersonal and organization skills.

## **COMPUTER/EQUIPMENT SKILLS:**

- Proficiency with MS Teams and MS Office Suite, including PowerPoint
- Proficiency with Adobe Creative Suite (*expert knowledge with InDesign is a must*)
- Working knowledge of social media platforms
- Experience with Deltek Vision a plus
- Graphics capabilities a plus

Please send a cover letter, resume, or CV and work samples to [matthew@gbdarchitects.com](mailto:matthew@gbdarchitects.com).

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