

Position Summary:

F.A. Wilhelm Construction is a leading construction management and general contracting firm with an energetic, high performing, and empowered marketing team. The Senior Marketing Coordinator will serve as our production specialist and be responsible for overseeing, coordinating, and delivering on all aspects of proposal development including writing, managing processes, and production of project proposals, request for qualifications, requests for proposals, and marketing literature. There will be technical writing, creative writing, and graphical design requirements for this position. The Senior Marketing Coordinator will work collaboratively with corporate leadership, business development, and technical leads to prepare winning proposals, presentations, and award submissions. The Senior Marketing Coordinator will possess excellent writing skills, be detail-oriented, rally proposal teams to meet a schedule, and can effectively progress on multiple projects at the same time. This position exercises discretion and independent judgment with respect to the creation of proposals and collateral while requiring minimal supervision. The Senior Marketing Coordinator will help lead the marketing department's success and completion of projects and goals.

Essential Duties and Responsibilities:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to this position.

- Effectively manage, coordinate, design, and produce internal and external deadline driven RFQs/RFPs and proposals in a high volume, consultative, and collaborative team environment
- Document and manage the proposal process including kick-off meetings to define expectations, identify tasks, coordinate assignment responsibilities, develop proposal project plans and production schedules, and collaborate with technical leads, business development, and marketing in developing differentiators, win themes, compelling text, and graphics
- Produce exceptional submittal documents by creating designs, concepts, and template layouts based on knowledge of layout principles and aesthetic design concepts while utilizing Wilhelm brand standards
- Develop graphics/infographics, where appropriate, to enhance proposal messaging
- Coordinate with partner firms and project team members for proposal documents
- Edit and synthesize materials to ensure a consistent and targeted message
- Review final layouts and guide improvements
- Assist in the maintenance of project experience data, master resumes, client references, etc.
- Assist in the development and maintenance of sector focused boiler plate to be used as master in proposals
- Assist in the coordination and preparation of marketing materials for events, trade shows, speaking engagements, etc.
- Assist with research and content creation for and implementation of internal and external communications (website, social media, newsletter, etc.)
- Review communications and marketing-related activities, including print and electronic publications for consistent messaging
- Act as a mentor providing feedback and guidance to other members of the marketing team
- Utilize firm-wide graphic standards to assure consistent image in the marketplace
- Assist with the management of digital project photography
- Assist with corporate event planning efforts
- Work on special projects and provide support to other departments as required

Education and Experience:

- Bachelor's degree with 5 to 7 years of experience preferred
- A/E/C industry experience preferred

Knowledge, Skills, and Abilities:

- Bachelor's degree with 5 to 7 years' proposal experience in A/E/C industry
- Without a bachelor's degree, 6 to 10 years' proposal experience in A/E/C industry
- Exceptional working experience with Adobe Creative Suite including InDesign, Illustrator, and Photoshop
- Advanced knowledge and skills in Microsoft Office Suite
- Outstanding creative talent with attention to detail, accuracy, and content
- Ability to manage multiple projects while consistently meeting high standards and being attentive to quality
- Knowledge and experience in publishing and production of documents