

Marketing Coordinator

Fort Worth, TX or Allen, TX

Established civil engineering and surveying firm with offices in Texas and Oklahoma is seeking an experienced Marketing Coordinator with relevant A/E/C experience for immediate employment.

Minimum Requirements

Education/Training: Bachelor's Degree or relevant A/E/C experience

- 2-3 years of related experience with a Bachelor's Degree OR
- 3-5 years of relevant experience with A/E/C experience.
- Recommended: preparation for Certified Professional Services Marketer (CPSM) certification

Job Description

The ideal candidate will be responsible for planning, coordinating, and assisting in the firm's marketing and business development efforts including preparation of RFQ/RFI responses; marketing research and visits; responding to teaming firms requests, and business development. The candidate should demonstrate excellent communication, computer and organization skills.

The responsibilities for this position include but are not limited to:

- **MARKETING**
 - Manage all proposal development activities including:
 - Track new opportunities
 - Request, store and disseminate debriefings
 - Prepare for and Lead Go/ No Go and Proposal Kick Off Meeting
 - Coordinate proposal work including content development with technical staff.
 - Create eye-catching, accurate submittals
 - Plan marketing activities, weekly & quarterly marketing meetings
 - Production and information management of resumes, boilerplate information, project descriptions, etc.
 - Maintain and produce company, project, and event photography
 - Constant organization of templates
- **BUSINESS DEVELOPMENT**
 - Research target markets
 - Regularly schedule personnel visits to target clients
 - Active involvement in professional and community organizations deemed important for business development, such as SMPS/SAME/TSPE/WTS etc.
- **PUBLIC RELATIONS/SOCIAL MEDIA MANAGEMENT**
 - Maintain social media presence and implement social media plan
 - Update and maintain website
 - Coordinate specialized consultants as needed (photographers, PR, etc.)
 - Plan and coordinate special events and related submittals (such as conferences and awards)

The required skill set includes:

- Superb time management skills
- Superb organizational and multi-tasking skills
- Proficient in word processing and desktop publishing software
- Detail oriented with an eye for graphic design
- Basic understanding of A/E/C industry terminology and procedures
- Working knowledge of marketing databases and proposal resources files
- Basic understanding of marketing principles

White Hawk offers an opportunity to work with other experienced, energetic professionals as we grow and develop our dynamic small firm. If you have an entrepreneurial spirit, this is the perfect place for you.

We offer an **excellent** benefit and compensation package and opportunity for advancement as the company grows.