

BRASFIELD & GORRIE

Sr. Marketing Coordinator

Brasfield & Gorrie is looking for a qualified marketing professional to join the Marketing team in Raleigh, North Carolina. The Senior Marketing Coordinator is responsible for managing marketing deliverables, interviews, presentations across all market sectors, in-house planning meetings; ensuring branding standards are being utilized and acting as the primary contact between management and operations while supporting other groups.

Responsibilities and Essential Duties include the following (other duties may be assigned):

- Manage/perform the entire proposal/presentation process across all market sectors
- Able to successfully handle a heavier workload than a coordinator
- Direct the preparation for client interviews, marketing presentations, in-house market planning meetings
- Able to successfully navigate, run reports and manage the information in Deltek and E1
- Lead kick off meetings
- Perform quality control reviews of all deliverables (current information, accuracy, readability, following RFP guidelines)
- Write/edit non-technical sections of proposals and presentations
- Enforce the use of firm templates, design standards, brand, and messaging guidelines
- Primary point-of contact between business development, operations personnel on deliverables
- Assist regional manager with region marketing budget
- Ensure resources of support to corporate communications, marketing and business development
- Manage coordination and logistics for annual trade show efforts
- Internal company research as required supporting proposal responses, i.e. comparable projects, team experience
- Implement concept for and production of collateral materials
- Represent the firm at industry events
- Local SMPS chapter committee involvement
- Seek opportunities to improve processes and implement them
- Champion change process and motivate others to embrace change
- Responsible for editing resumes and project descriptions to specifically address the requirements of the RFP
- Implement strategies such as corporate identity, direct mailings, project photography and advertising

Education/Qualifications/Experience/Skills:

- Highly experienced 5-10 years of prior marketing management experience in the construction, architectural and/or engineering industry in similar capacity desired
- Four year business or technical degree or equivalent combination of education and experience in the construction, architectural and/or engineering industry with a similar high volume environment.
- High proficiency in desktop publishing, presentation and other marketing related software, including Adobe InDesign CS5, Adobe Photoshop CS, Deltek, Microsoft Office Suite and Outlook
- Broad understanding of industry
- Must be able to work with efficiency under pressure; understands the time sensitive nature of marketing, proposals and interviews; and be willing to contribute wherever, whenever and however possible to support overall efforts of the marketing group with the expectation that additional hours may be required in this effort.
- Must have excellent knowledge of marketing fundamentals
- Strong written and verbal communication skills
- Functions effectively as part of a team
- Champions Brasfield & Gorrie culture
- Dependability
- Good time management skills and organizational skills
- Ability to multi task and meet aggressive deadlines

To express interest in this position, please visit the careers section of our website: www.brasfieldgorrie.com - Sr. Marketing Coordinator position.

The above description covers the principal duties and responsibilities of the job. The description shall not, however, be construed as a complete listing of all miscellaneous, incidental, or similar duties which may be required from day-to-day. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.