

Title: Marketing Coordinator



Position Status: Full-Time

Performance Expectations:

In the performance of their respective tasks and duties all co-workers are expected to conform to the following:

- Exhibit Affinis values daily (balance, collaboration, excellence, servant leadership, trustworthiness)
- Perform quality work within deadlines and without direct supervision
- Interact professionally with co-workers, clients & colleagues
- Work effectively as a team contributor on all assignments
- Work independently while understanding the necessity for communicating and coordinating work efforts with other co-workers and organizations
- Exhibit regular & predictable attendance, as this is an essential function of the job

Responsibilities:

Coordination

- Assist firm ownership with annual marketing plan and communications plan, and coordinate execution
- Assist with marketing/business development budget development
- Participate in firm strategic planning as requested
- Coordinate outside consultants: Marketing, Photography, Design/Website
- Collaborate with HR/Finance/Leadership Team on internal communication needs/initiatives as requested

Proposals

- Organize, write, and produce proposals using the business development team and other appropriate co-workers for input related to graphics, fees, cost data, design criteria, production techniques, direction, strategy, etc.
- Maintain resume information on all staff members
- Maintain information and descriptions of all projects
- Coordinate go/no go decision process
- Manage deadline calendar
- Coordinate efforts with part-time proposal coordinator

Business Development/Sales/Marketing

- Maintain lead tracking system and business development records
- Support internal and external events for client contact (for example: Shrimp Bingo, Industry Summit, Chocolate Chip Day)
- Initiate contacts of prospects on an as-needed basis
- Gather project and related company data helpful in the sales process
- Work with project managers to meet marketing requirements of projects, including but not limited to web sites, newsletters, press conferences, advisory groups, open houses, community presentations, community outreach, stakeholder interviews and annual meetings
- Serve as a "central information resource" for the entire staff to gather and follow-up on leads provided from in-house sources
- Read newspapers, magazines and other publications of a business nature as lead-finding activity and a method of monitoring market trends of a general nature
- Conduct ongoing market research
- Undertake client research

Corporate Identity Management

- Work with outside consultant to maintain website and produce new content – weekly blog and daily social media
- Assist with technical report writing
- Develop brochures, order reprints, photographs, write biographies and generally provide materials for use with outside marketing
- Coordinate all photography
- Maintain in-house photographic files
- Develop, update and file all government forms relating to business development including SF 330
- Edit all written promotional material to maintain high quality of expression
- Coordinate the company's submissions for design competitions – with outside consultant

- Create and distribute marketing materials including general business development pieces and those created for college fairs

Presentations

- Assist in producing and maintaining in-house slide and video systems
- Keep staff informed of marketing techniques for use in presentations
- Produce hardcopy and electronic (PowerPoint/Prezi) graphics used in marketing presentations
- Critique presentations to extent required

Other duties

- Coordinate client feedback system at project milestones and at project completion.
- Coordinate (with president) outside requests of a general promotional nature
- Participate in SMPS and other professional organizations as appropriate.
- Support administrative team with general admin activities including answering phones and company meetings, etc.
- Propose/lead/seek out marketing and/or business development training as appropriate for all staff levels

Qualifications:

- Working knowledge of Adobe Creative Suite (InDesign primarily)
- Minimum two years' experience as an A/E professional in marketing or sales, or related professional experience
- Bachelor's degree in marketing or related field
- Interest in working towards Certified Professional Services Marketer (CPSM)
- Working knowledge of Deltek Vision preferred

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