

MARKETING SPECIALIST (BUSINESS DEVELOPMENT FOCUS)

TowerPinkster is seeking a talented Marketing Specialist (Business Development Focus) to join our team! As an integral part of our business development group, this team member is primarily responsible for driving forward potential project initiatives by coordinating and managing RFP responses, qualifications packages, and the interview process. The Specialist will have the opportunity to experience many parts of the AEC industry and become involved in a variety of business development efforts. The ideal candidate will have an eye for detail, excellent communications skills, industry experience, be proactive and resourceful, and have the ability to successfully manage multiple projects and deadlines.

POSITION RESPONSIBILITIES

- Drive the completion of project pursuit responses.
 - Collaborate with business development team members to plan appropriate pursuit strategies.
 - Assemble tailored responses to requests for qualifications (RFQ) and requests for proposals (RFP). Attend pre-proposal meetings when needed.
- Drive the interview process for project pursuits.
 - Collaborate with business development team members to strategize the appropriate interview approach.
 - Develop PowerPoint presentations and supporting collateral.
 - Lead interview preparation sessions, including coaching technical staff, providing rehearsal feedback, and real-time presentation editing.
- Create written content for RFP/RFQ responses and letter proposals.
- Develop qualifications packages.
- Actively seek new ways to connect with clients and community partners.
- Update and maintain project information, master templates, resumes, and other firm content.
- Assist in the maintenance of various databases to track potential projects and proposal/qualification content.
- Design custom project pursuit elements as needed, including process graphics, charts, schedules, interview boards, and PowerPoint presentations.
- Support the business development team on various types of current and potential client engagement. Assist in monitoring active business development efforts.
- Assist in the development of and offer strategic input to the internal department plan and various marketing sector plans.

POSITION COMPETENCIES

- Act with integrity and trust.
- Be proactive in fully completing projects and tasks, as well as gathering/distributing information.
- Work well independently and in a collaborative team environment.
- Possess excellent verbal and written communication skills.
- Remain composed under pressure and multitask to meet aggressive deadlines.

- Maintain a strong sense of focus and confidence under varying workloads.
- Maintain excellent organizational and time management skills.
- Have a keen eye for design and layout.
- Collaborate well with a variety of work styles.

POSITION QUALIFICATIONS

- Bachelor's degree in Communications, Journalism, Marketing, or related background and experience. A Master's degree in a marketing-related field is a plus.
- 3+ years of marketing experience in the AEC industry or 5+ years of professional services marketing experience.
- CPSM (Certified Professional Services Marker) certification achieved or in progress.
- Experience with desktop publishing software (InDesign, Photoshop, and Illustrator) and the Microsoft Office Suite (PowerPoint), and Google Apps for Business (G-Suite).
- Experience with project/contact databases (VantagePoint and OpenAsset).
- Must work efficiently/effectively under pressure/deadlines. Ability to quickly adapt to changing requests.
- Strong writing, editing, and proofreading skills.
- Understanding of graphic design.

POSITION LOCATION

This is a full-time position located in Grand Rapids or Kalamazoo, Michigan.

APPLICANT REQUIREMENTS

Please submit your resume with a cover letter and select written and graphic portfolio pieces.

WHAT WE OFFER

- National award-winning culture and a supportive work environment that empowers employees to stay healthy, fulfill their interests and passions, and balance work and life goals.
- Industry-leading total compensation (paid overtime, performance bonuses, profit sharing).
- Work-life balance program providing six additional holidays per year.
- Paid community service hours.
- Annual team training and professional development opportunities.
- The opportunity to reach your career goals with an award-winning firm.

TowerPinkster is a firm of architects and engineers committed to design integrity, quality, and environmental responsibility. Our doors opened in 1953 with just six people, and now we have more than 190 of the best employees in the Midwest. At our firm, it's our people who make us different. We have the

freedom to explore new ideas, the tools to create innovative strategies, and the talent to inspire our clients through interactive design.

Our expertise and collaborative, client-centered approach means the best ideas rise to the top. TowerPinkster received the 2022 National 101 Best and Brightest Companies to Work for Award and the 2022 Best Firm Award from Zweig Group. We are proud of this achievement and are thankful for our client relationships, generous communities, and all the employees who contribute to TowerPinkster's exciting and creative culture! Our supportive work environment helps employees reach their career goals, and we have fun doing it!

www.towerpinkster.com. We are an Equal Opportunity Employer.