



Marketing Specialist

LSW Engineers Arizona, Inc. is a consulting engineering firm specializing in the design of mechanical, plumbing, electrical and technology systems with a 70+ year history of providing reliable and energy efficient design solutions for various building types, such as educational, medical, institutional, mission critical, aviation, and commercial buildings. We are currently seeking a marketing specialist for our Phoenix, Arizona office. We offer competitive wages, an employer funded profit sharing plan, 401k plan with employer safe-harbor contributions, an excellent work environment, and the opportunity to expand and improve professional skills. For a full list of benefits and company information, please visit www.lswengineers.com.

Description:

Will work with firm leadership to develop and implement the marketing plan for the purpose of strategic goal attainment. Responsible for overseeing all internal/external digital and print marketing communications activities, maintaining marketing files, tracking project opportunities, administering the proposal process, representing the firm at industry functions, and assisting with event coordination. Demonstrate a trustworthy presence through your professionalism, demeanor, and technical knowledge.

Responsibilities:

- Develop, execute, and monitor marketing plans
- Design, create and deliver marketing programs to support the growth and expansion of company services, including digital and print marketing communications, marketing collateral, announcements, newsletters, articles, award submissions, email blasts, website updates, social media posts, and internal communications
- Maintain a consistent visual identity
- Assist with proposal kick-off meetings and establish response strategy and timeline
- Manage proposal production and collaborate with the technical staff to develop responses
- Track and maintain project opportunity database
- Represent the firm at pre-proposal conferences and industry events
- Maintain company marketing files
- Maintain industry knowledge by attending marketing workshops and keeping up with emerging trends and technologies
- Coordinate with vendors/consultants for gifts and promotional items
- Assist with company and client events

Required Knowledge and Skills:

- Bachelor's degree in marketing, communications, journalism or related course of study, or equivalent work experience



- Minimum 3 years of experience in the AEC industry, engineering firm experience preferred
- Strong writing and graphic design/creative abilities
- Proficiency with Adobe Creative Suite (InDesign, Photoshop and Illustrator) and Microsoft Office Suite (Word, Excel, PowerPoint and Outlook)
- Outstanding collaborative and interpersonal skills with the ability to work independently
- Highly motivated, well organized and detail oriented
- Excellent prioritization and time management skills
- Clear and analytical approach to problem solving
- Ability to work independently and with others
- Strong multi-tasking skills and ability to meet deadlines
- Hard working, friendly, highly flexible and adaptive, results-oriented, and passionate
- Solutions-focused and always looking for opportunities to improve the organization and solve problems

If you are interested in this position, please send your resume and cover letter to Rebecca West at rwest@lswphx.com. No calls please.