



JOB DESCRIPTION

TITLE:	Marketing Coordinator
REPORTS TO:	Business Development – Yvonne Koehler / Christa Chau (Engineering) Please send resume to: ykoehler@pkastructural.com
STATUS:	Hourly – 40 hours/week
WORK HOURS:	Mon – Thurs: 8:00 a.m. – 5:00 p.m. Fri: 8:00 a.m. - Noon

GENERAL

The ideal candidate is creative, motivated, and highly collaborative. The Marketing Coordinator will be the key producer of materials that support business development efforts, internal and external communication, and all marketing efforts. The role requires the ability to follow assignments through from project inception to completion and to communicate progress with necessary personnel.

SPECIFIC DUTIES (INCLUDE BUT NOT LIMITED TO)

- **Marketing:** Produce collateral in response to Statements of Qualifications (SOQs) and Request for Proposal (RFPs) from architects and/or Government On-Calls, Market Sector Qualification packages and other marketing as needed by Business Development leaders, and senior Engineering leadership. Working in a collaborative environment to write copy, lay out the response, coordinate and distribute drafts, and ensure delivery of the final product in print and digital formats.

Requires proficiency in the following skills and technologies:

- Desktop publishing (InDesign) – prepare quarterly email blasts and project data sheets
- Website maintenance (WordPress)
- Social Media (LinkedIn and Facebook)
- Copywriting – producing copy for web, advertisements, articles, and other media as needed
- Advertising - design and placement of advertisements

- **Database Management:** Assist design professionals and Business Development leaders in maintaining project descriptions and data, staff resumes, and client information in a Cosential CRM database.

- **Collaboration:** Leading the sharing of marketing information, seeking solutions, offering thoughts and marketing experience, and specific market sector expertise to peers firm-wide.
 - Attend Business Development meetings
 - Assist principals and engineers when necessary
 - Coordinate information and distribution of new employee announcements, new project announcements, project updates, sponsorships, award submissions, special event planning (PKA internal gatherings, client events), brand awareness and adherence.

DESIRED SKILLS AND EXPERIENCE JOB REQUIREMENTS:

- Bachelor's degree, preferably in marketing or communications
- Min. 3-5 years of professional experience, experience in the A/E/C industry preferred but not required
- Critical thinking with engagement skills
- Experienced communicator with both strong writing and verbal communication skills
- Detail oriented, strong organizational skills to coordinate multiple projects and deadlines
- Proactive and self-starter who can manage multiple projects and produce in a fast-paced work environment under tight deadlines
- Positive attitude and willingness to learn, continually striving to improve and expand knowledge/skills
- Working knowledge of or aptitude to learn Photoshop, Illustrator, and Cosential or other CRM management.