

## JOB DESCRIPTION

The Corporate Marketing Manager will plan and execute a range of marketing activities designed to drive business for and build recognition of the firm across multiple markets throughout the Northeast, MidAtlantic and Midwest. This is a strategic and tactical role where you will need to roll-up your sleeves and make great things happen! Your primary responsibilities will be to develop, coordinate and manage the production of proposals and qualifications statements for public sector and private clients (70%). This position will also lead the development of, update and maintain all corporate marketing materials, including: bios, brochures, project sheets; manage all public facing marketing tools including website and social media; develop email marketing campaigns and perform general marketing administrative duties. (30%)

RESPONSIBILITIES: (Other Duties May Be Assigned)

### PROPOSALS

- Partners with project managers and company leadership team to develop winning proposals and presentations.
  - Analyze RFP's, prepare proposal outlines and ensures compliance with RFP requirements.
  - Establish, distribute and manage proposal schedules and drive progress toward established deadlines.
  - Monitor status of proposal development-related documents for completeness, compliance with RFP requirements.
  - Coordinates, prepares and manages final production of proposals.
  - Will be required to lead sections of technical writing and editing and manage all desktop publishing.
- Prepare and submit qualification statements.
- Helps assess new business leads via daily government bid and RFP notifications (Onvia).
- Develop presentations for firm interviews.

### CORPORATE MARKETING

- Create and execute annual marketing plan and budget.
- Develop, maintain and update corporate marketing materials, including but not limited to: brochures, project sheets, bios and company profile.
- Develop strategy for and manage company's digital presence for website and social media channels. (Twitter, LinkedIn, YouTube, Google+). Create and manage content updates and posting schedules.
- Create email marketing campaigns by developing content, designing layouts, managing contact lists, and sending emails via Constant Contact.
- Write /distribute/publish press-releases and whitepapers.

### GENERAL

- Maintain internal opportunity tracking/proposal development systems.
- Lead semi-monthly marketing meetings with leadership team.
- Develop and maintain strong client relationships.
- Facilitate the sharing of work and best practices across offices as appropriate.

### REQUIRED SKILLS & ABILITIES:

- Excellent written and verbal communicational skills. Must be able to communicate effectively with all levels in the organization, across multiple office locations and with clients and subconsultants.
- Works collaboratively with internal practice teams and clients.
- Superb interpersonal skills with demonstrated history of forging strong relationships with multiple stakeholders.
- Strong planning and project management skills. Must be able to manage multiple projects and priorities simultaneously and be deadline driven.
- Demonstrated understanding of RFP structure and the ability to review and assess RFP requirements.
- Strict attention to detail; ability to review and edit content for clarity, grammar and proper use of technical and industry terminology.
- Highly organized and able to adapt to shifting priorities.
- Able to gather and assimilate information from a variety of sources.
- Must be able to manage a high-volume of proposal development during certain periods.
- Desire to work in a team environment and be a team player.



## BENEFITS

### HEALTH INSURANCE

- MEDICAL AND DENTAL
- VOLUNTARY VISION CARE
- FLEXIBLE SPENDING ACCOUNT

### OTHER INSURANCE

- LIFE INSURANCE
- ACCIDENTAL DEATH AND DISMEMBERMENT
- EMPLOYEE ASSISTANCE PROGRAM
- VOLUNTARY LONG-TERM CARE

### RETIREMENT

401(K) PLAN

### TIME OFF

- 10-PAID HOLIDAYS
- PAID VACATION
- SICK LEAVE
- SHORT-TERM/LONG-TERM DISABILITY
- MILITARY LEAVE
- JURY DUTY LEAVE

### CAREER DEVELOPMENT

- TUITION REIMBURSEMENT
- PROFESSIONAL REGISTRATION LICENSING AND CERTIFICATION FEES REIMBURSEMENT
- PROFESSIONAL MEMBERSHIP DUES REIMBURSEMENT
- PAID EMPLOYEE ATTENDANCE AT CONFERENCES/SEMINARS

REQUIRED SKILLS & ABILITIES (continued):

- Resourceful, self-starter who is able to work independently.
- Proactive, positive outlook.
- Applies critical thinking and is able to quickly absorb new information.
- Assumes accountability for quality control of all deliverables.
- Strong graphic sensibility.

EDUCATION and/or EXPERIENCE

- BA/BS degree
- 7-10 years of related experience required
- Prior experience in the AEC industry and/or professional services industry preferred
- Prior experience developing RFP responses

COMPUTER SKILLS

- Extremely proficient in Microsoft Office including PowerPoint, Excel and Word and Outlook
- Experience with InDesign or other desktop publishing software
- Working knowledge of HTML/front end website development a plus
- Previous experience with Deltek a plus

EEO/AA – Bryant Associates does not sponsor visas. Candidates must be eligible for employment in the United States of America.



## ABOUT US

**BRYANT ASSOCIATES**  
Founded in 1976, Bryant Associates, Inc. (Bryant) is an MBE/DBE professional consulting firm that provides civil, structural and traffic engineering, water resources, construction management and surveying services to public and private clients throughout the Northeast, Midwest and Mid-Atlantic regions. We're headquartered in Boston, MA with offices in Baltimore and Landover, MD; Lincoln, RI; and Louisville, KY. For more information please visit [www.bryant-engrs.com](http://www.bryant-engrs.com) or follow us on twitter @BryantEngineers.