

## **Marketing Coordinator, Wilkes-Barre Office - Job Description**

Bohlin Cywinski Jackson seeks a Marketing Coordinator to work in our Wilkes-Barre office. Our firm, which has won over 500 national, regional, and local design awards for architecture, is noted for elegant, humane and sustainable design ranging from modest houses and recreational facilities to large academic, cultural, civic and corporate buildings. Founded in 1965, we have a staff of nearly 200 in our offices in Wilkes-Barre, PA, Pittsburgh, Philadelphia, Seattle and San Francisco.

The Marketing Coordinator facilitates a wide spectrum of marketing, business development and public relations efforts, predominantly in Wilkes-Barre and, on occasion, in support of our other offices. We seek an individual who takes initiative and is experienced, collaborative, friendly, and able to work effectively with architects in our practice to assist with strategic planning, develop professional proposals and presentations, award and editor packages, and other marketing materials, as well as to contribute to our team's operational infrastructure. The Marketing Coordinator works closely with principals and senior staff in the Wilkes-Barre office, the firm's development director and marketing team, and principals and staff in other BCJ offices. The successful candidate will be a self-starter, detail-oriented, with strong writing, editing and computer graphics skills. Candidates must be proficient in the Adobe Creative Suite, particularly InDesign, as well as working knowledge of MS Office and visual and CRM databases. Three to five years of prior work experience in marketing or media relations with architecture, engineering or construction firms or in a related field is highly preferred. This individual will perform a variety of marketing, business development and public relations tasks associated with the day-to-day and long term success of our firm, both working on his/her own or as part of a team. These typically include:

- Support of Ongoing Marketing, Business Development and Public Relations
  - Assist with firm's strategic planning, including potential opportunities and background research
  - Assist with ongoing marketing planning and business development meetings
  - Maintain ongoing calendars and databases for related activities
  - Maintain collegial working relationships with consultants and allied professionals
- Management of SOQs, RFQ and RFP Submittals and Presentations
  - Strategic planning, messaging and background research for RFQ/RFPs
  - Research, contact and collect qualifications and related information from team consultants
  - Work with principals and senior staff in developing, editing and archiving written content
  - Prepare complex, graphics-intensive submittals using Adobe InDesign, Illustrator and Photoshop
  - Assist with meeting and interview preparation including following up with project-specific information, preparing presentation materials and arranging for related accommodations and deliveries
- Management/Production of Award Submittals, Media Relations, Speaking Engagements, and Events
  - Contact and collect drawings, images and related information from individual architectural staff within the office to be included in awards media submittals
  - Assist with arranging photo shoots and releases
  - Collaborate with architectural staff in creating/editing content for awards and media submittals
  - Assist in preparation of presentation material for speaking engagements and events interviews
- Management of Digital, Online and Printed Marketing Collateral
  - Prepare, upload and catalog digital imagery for firm-wide accessible databases (current database: OpenAsset)
  - Provide upkeep for CRM and related databases (current databases: Cosential, Filemaker Pro)
- Management of Other Marketing Systems and Operation
  - Prepare imagery and written content for our website and social media updates

## **Location**

The Marketing Coordinator will be based in our Wilkes-Barre office. She/he will visit our other offices as needed.

## **Marketing Coordinator Position**

If you are interested in the Marketing Coordinator position, please submit an application **less than 5 MB**, including cover letter, work samples and resume in PDF format only by email, with “Wilkes-Barre Marketing Coordinator Search” in the subject line to:

[bcjwilkes-barremarketingsearch@bcj.com](mailto:bcjwilkes-barremarketingsearch@bcj.com)

Only email responses specifically for this position will be accepted. No calls, mail or faxes. If you are interested in other positions within our practice, please refer to our website for a listing of open positions and application procedures.