

Title:

Marketing Coordinator

About INFORM Studio:

INFORM studio (INFORM) is a woman-owned architectural and design practice with offices in metro Detroit and Chicago. We specialize in the design of mixed-use, cultural, retail, urban design, and housing projects all across the nation. As a multidisciplinary team of architects, interior designers, engineers, urban and computational designers, we are focused on changing the way the built environment is designed and delivered to bring positive change

Who We're Looking For:

We are looking for a seasoned [or budding] rock-star AEC or professional services marketing coordinator passionate about pursuits, proposal development, team coordination, and brand communication. This person views proposals as strategic brand and marketing opportunities that have the ability to align INFORM's brand with like-minded clients by communicating "We're listening, and design can help." As a design agency, we believe design matters. Therefore, the ideal candidate believes in the power of the brand and has solid graphic design and visual communications skills.

About the Role:

As a Marketing Coordinator, you will be the primary producer, designer, and manager of all materials and content that support business development, PR, and internal communications. The goal of this role is to communicate INFORM's brand effectively to the market, help win work, educate clients, and be a resource to help improve communications both internal and external. Under the strategic guidance of the Director of Marketing and Strategy, you will be expected to be proactive, come to the table with new ideas and be willing to challenge the status-quo. To be effective in this role, you will need to have strong graphic design, project management and people skills.

INFORM's Marketing Philosophy:

Marketing at INFORM is a brand-led, communications-design discipline. This means efforts are rooted in purpose and executed through strategic thinking and flawless written and visual content.

Key Responsibilities:

- Lead pursuit coordination and proposal development with participation in pursuit strategy and planning. This includes but is not limited to: Client research; team and content coordination [both internal and consultants] including timelines, due dates and content; storyboarding; copy development; interview prep including development of presentations materials.
- Develop visually and verbally compelling solutions for award submissions, leave-behinds, presentations, brochures, event collateral, and other marketing collateral needed to support business development and PR opportunities
- Support and coordinate business development & PR activities, including participating in developing BD strategies, performing client research, and BD tracking
- Maintain and manage INFORM's brand through messaging, template creation and adherence, and content creation and management
- Manage all social media channels to reflect brand and communication strategies
- Support internal communications efforts as needed
- Coordinate and perform website updates
- Other responsibilities as assigned

Qualifications:

- 2+ years of experience in marketing, communications, advertising, branding or related field
- Familiarity with the A/E/C industry including knowledge of the AEC RFQ/P Process
- Experience designing, writing, and producing RFQ/Ps, presentations, and other collateral
- Proven graphic design experience, specifically layout, typography, and information design
- Excellent visual and written storytelling skills
- Ability to creatively conceive and illustrate complex ideas into simple communications
- Superior writing abilities
- Advanced InDesign skills
- Ability perform and lead multiple marketing efforts against rapid and concurrent deadlines
- Ability to work both independently and collaboratively
- Strong communication, organization, team-building, and relationship management skill