

Marketing & Business Development Coordinator

Responsibilities

The primary role of the Marketing & Business Development Coordinator is to collaborate with firm leadership to develop and execute business development and marketing strategies.

Marketing Materials

- Coordinate and produce marketing materials and maintain standard templates (print, digital, web). These will include firm information, project data sheets, resumes, and brochures.
- Assist in the preparation of proposals and RFP responses.
- Prepare for and participate in proposal interviews and meetings.
- Coordinate firm photography and video.
- Assist with writing, editing, and proofreading.
- Maintain material database and organization.

Digital Media

- Create engaging social media posts with written and visual content authentic to the firm.
- Update and maintain the company website.
- Consistently schedule social media posts and website updates.
- Maintain an overall marketing and business development calendar (MS Outlook).
- Maintain social media and website accounts.
- Stay updated with the latest trends and best practices of relevant digital content platforms.

Business Development and Community Engagement

- Work directly with firm leadership to support business development goals.
- Research and monitor potential markets, projects, and clients.
- Attend community and networking events as a proactive firm ambassador.
- Schedule and coordinate activities and events that promote the firm.
- Liaise with existing and potential clients to build and maintain relationships.
- Coordinate materials for and attendance at conferences, job fairs, and award programs.
- Maintain the CRM database system.

Requirements / Qualifications

- Bachelor's degree in marketing or related field. Relevant work experience may also be considered.
- Flexible level of experience – searching for the right person and the right fit.
- Proficient with Microsoft 365 Suite (Word, Excel, Outlook, Teams, PPT) and Adobe Creative Suite (InDesign)
- Proficient in social media platforms (Facebook, Instagram, LinkedIn).
- Excellent interpersonal, communication, and presentation skills.
- Creative, professional writing skills.

-
- Critical eye for details and quality in content and formatting.
 - Working knowledge of the architectural / design industry is preferred; otherwise only the desire to learn it!

Performance Expectations

- Demonstrate creative ability to showcase Arkos Design's unique story.
- Meet deadlines and provide prompt responses to clients and firm leadership.
- Stay up-to-date on marketing professional research, data, and trends.
- Professional, engaging demeanor.
- Open communication with coworkers and leadership.
- Champion brand consistency through all marketing and project materials.
- Available for marketing events and activities that fall outside of the 8-5 workday.
- Demonstrate commitment to Arkos Design's core values.

Benefits and Opportunities

- Flexible level of experience – we are searching for the right person and the right fit.
- Flexible on the hours you seek to work per week, from 20-40 hours (consistent once determined).
- 40-hour equivalent salary range: \$50,000-\$75,000. Dependent on experience and work week commitment.
- Personal, direct influence in building the firm's marketing department.
- Growth opportunity toward Manager and/or Director of Marketing level roles.
- Be part of the supportive, collaborative culture of our firm. We are a small firm with a big presence.
- SIMPLE-IRA with employer match.
- Generous PTO, available from the start with yearly rollover.
- 8 paid holidays.
- Paid week off between Christmas and New Years Day.
- Paid parental leave.
- Medical insurance (including family coverage).
- Dental and vision insurance (including family coverage).
- Short-term disability and life insurance (employer paid).
- FSA (flexible spending account) for medical and dependent care expenses.
- Continuing education yearly stipend.
- Potential for hybrid remote work model.