

Senior Marketing Coordinator (Los Angeles Office)

Overview:

The role of a Senior Marketing Coordinator at JAMA is to support the overall marketing functions of the firm, ensuring that all marketing materials are delivered in a strategic and timely way, and with consistent format, quality, and content. Primary responsibilities include developing marketing-related materials (both ideation and implementation), managing RFP/RFQ responses, and leading external communications (web presence, award submittals, etc.). Key Tasks include:

Marketing Collateral and Information

- Lead the writing, editing, design, and production of collateral marketing materials (both digital and hard copy), including qualifications templates, project sheets, resumes, consultant information, boilerplate information, brochures, and announcements
- Collect project documentation for the ongoing development of an internal database and regular maintenance of all marketing materials, including project information, firm qualifications, staff experience and resumes, and photography
- Coordinate resources and oversee the production of all efforts, ensuring consistency in format, quality, and content

Proposals and Statements of Qualifications

- Attend pre-proposal conferences, meetings, and other project-specific events to gather information on potential pursuits and RFQ/P submittal processes
- Responsible for the planning and production of proposals and qualifications statements for prospective projects, including coordination with relevant consultants
- Assist with the planning, development, and implementation of digital marketing and presentation materials, including portfolios, brochures, and PowerPoint presentations

Communications and PR

- Identify marketing-related events, awards, and conferences that would further the mission and business goals of the firm, including producing an annual awards/events calendar, and overseeing the internal development and production of all required materials and submissions
- Develop JAMA's online presence by creating content for and actively participating in the management of our website and LinkedIn pages, including news postings, project updates, etc.
- Assist in identifying and coordinating public exposure for firm principals via speaking and writing opportunities, conferences, online profiles, etc.
- Coordinate and evaluate various advertising, promotion, event, and sponsorship opportunities

Skills and Qualifications:

Our ideal candidate will have:

- A Bachelor's degree in Marketing, Business Administration, or design-related field
- 5+ years of relevant experience in the A/E/C industry, or in another professional services field
- Strong writing, editing (proofreading, spelling, and grammar), and communication skills
- Interest in the design industry, with a graphics background (preferred)
- Excellent computer skills for a variety of software (Microsoft Office Suite and Adobe InDesign are required; Adobe Photoshop and Illustrator are preferred)
- Experience with Sales Cloud, Ajera or other relevant CRM systems (preferred)

Successful candidates will be:

- Self-starters who take initiative and require minimal supervision
- Highly organized with a high level of attention to detail
- Strong communicators, both in-person and digitally
- A reliable team player with a positive attitude
- Flexible, with strong time management abilities
- Capable of balancing and prioritizing multiple internal projects

Please send resume and cover letter to: work@johnmartin.com