

Marketing Coordinator/ Proposal Writer

Workshop Architects is seeking a **Marketing Coordinator/Proposal Writer** to join our growing team and support our marketing and business development efforts by helping foster our brand, create thoughtful and design-forward visuals for proposals and presentations, develop collateral, engage our audiences on social and web, and coordinate conference and presentation opportunities. This position has a strong focus on preparing pre-qualifications, proposals, and qualifications. The ideal candidate will have enthusiasm, drive, and initiative, with an ability to multitask and manage time effectively. Strong written and organization skills and attention to detail are required. Must be a creative visionary and possess polished communication and interpersonal skills. The candidate will work closely with the office leadership, business development, and technical staff.

RESPONSIBILITIES:

- Create, prepare, and submit qualifications packages and proposals, including original submissions and form submissions.
- Work with project teams to develop winning approaches and targeted messaging strategies for business development materials, submittals, proposals, and interviews.
- Prepare RFQs, RFPs, Proposals, and Presentations.
- Maintain brand and proposal standards.
- Design and develop collateral for internal and external audiences.
- Write project profiles, descriptions, and articles for proposals, websites, and collateral.
- Coordinate conferences and presentations, including registrations, logistics, etc.
- Assist senior leadership with proposal deadline management.
- Produce/create marketing materials, project profiles, brochures, photography, and press portfolios. Graphically enhance marketing materials.
- Support business development strategy and efforts.
- Generate compelling marketing content development and creative design efforts to drive brand awareness through industry publications, media, and appropriate public relations opportunities.
- Develop, organize, update, and format marketing collateral (resumes, project pages, project lists, graphics, etc.).

WHO WE ARE:

Workshop Architects is a nationally recognized architecture, strategic planning, interior design, and research firm headquartered in Milwaukee, WI. We specialize in planning higher education facilities nationally, as well as serving mission-driven clients in workplace, housing, and hospitality design. Although our practice is national, our studio is in Milwaukee's thriving Walker's Point neighborhood. We are talented, enthusiastic professionals with diverse backgrounds and a simple goal: create experientially rich spaces reflective of the communities they serve. As a Certified B Corp, Workshop is committed to being a part of the global movement for an inclusive, equitable, and regenerative economy. To learn more, visit our website at: www.workshoparchitects.com.

REQUIRED SKILLS:

- Familiarity with long-form document layout.
- Excellent communication, interpersonal, organizational, and writing/editing skills
- Ability to prioritize, follow through effectively, and perform under tight deadlines.
- Ability to handle multiple deadlines and accommodate shifting priorities.
- Proficiency with Adobe Creative Suite, Microsoft Office, WordPress or other Content Management System, with strengths in the latest MS Word, InDesign, Illustrator, and Photoshop versions.
- Portfolio of graphic design work illustrating depth of experience.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Business Administration, Graphic Design, or another related field.
- 5+ years of marketing and graphic design experience, preferably within the A/E/C industry
- Experience coordinating and developing proposal, sales, or similar materials.

WHAT WE ARE ABOUT:

- **Community** - Everyone wants to belong. Our human-centered guiding principle in design, and in our studio culture, revolves around this most fundamental need.
- **Building** - We are, after all, architects and designers that love to make things. For us, however, the success is measured not by the awards on the shelf, but by the smiles in the spaces we design.

WHAT WE OFFER:

- 401(k) Retirement Plan
- Medical, Dental, and Vision Insurance
- Short- & Long-Term Disability
- Generous Paid Time Off (PTO) Program
- Flexible work schedule
- Summer Hours
- Salary Range of \$60,000 - \$85,000

To apply for this position, please send your letter of interest to [careers @workshoparchitects.com](mailto:careers@workshoparchitects.com)