

Assistant Marketing Manager

Laberge Group is seeking an Assistant Marketing Manager to support the business development and marketing efforts of the firm. Primary responsibilities will include researching project opportunities, developing project proposals and marketing materials, supporting business development activities, maintaining the firm's website and social media outlets; and providing graphic design assistance on both business development ventures and project engagements. Our ideal candidate will have strong writing, communication, and graphic design skills, and be self-motivated with an interest in planning and design and the built environment.

Primary Responsibilities

- Coordinate and produce responses to RFQs and RFPs including research, writing, page layout, and proposal graphics.
- Write proposal copy for review and editing by others, with minimal edits/changes necessary.
- Proofread, edit and provide quality reviews of proposals prepared by self and others.
- Develop and maintain project profiles, experience lists, employee resumes and other marketing materials.
- Develop and maintain marketing materials for trade shows and other related events.
- Develop and maintain website and social media content.
- Create graphics for advertisements, website and constant contact.
- Coordinate efforts to develop new clients including scheduling follow-up meetings.
- Provide additional administrative related duties and support as required and assigned.

Skills and Qualifications

- Exceptional verbal and written communication skills including knowledge and experience working with technical staff to create marketing material that is clear, concise and consistent with the firm's message and branding.
- Responsible for coordinating deliverables/deadlines with Principals, Project Managers and Consultants to meet deadlines for proposal materials.
- Must be able to work efficiently under pressure, understand the time sensitive nature of marketing and be flexible with timing, priorities and competing demands on your time.
- Excellent project management, organization and people skills

Education and Experience

- Bachelor's degree in English, Marketing, Communications, Technical Writing or a related field plus a minimum of 4 years of experience preferred.
- Demonstrated strengths in written and organization skills and verbal communications
- Solid writing and graphics experience
- Exceptional computer skills including proficiency in Adobe Creative Suite with advanced skills in Adobe InDesign and MS Office with advanced skills in Word and PowerPoint.
- Experience with website maintenance using WordPress.
- Knowledge of Architecture, Engineering and Construction industry is preferred but not mandatory.

Qualified candidates should send their resume and cover letter electronically to hr@labergroup.com. Laberge Group is an Equal Opportunity Employer.

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