



JOB TITLE: MARKETING ASSISTANT

Structural Focus has a reputation of providing focused client care. We encourage questions and thoughtful discussion. And in our collegial atmosphere, you will receive the attention you need and be given the responsibility that you desire. Here you will find the resources you need to grow in the profession.

A Marketing Assistant at Structural Focus provides marketing, proposal writing, and business development services under the guidance of Marketing Manager and the firm's leadership team.

REQUIRED QUALIFICATIONS

1. Bachelor's degree in Marketing, English or Business.
2. Knowledge of the AEC industry is helpful but NOT required.
3. Willingness to learn about the AEC industry and available marketing opportunities.
4. Excellent verbal and written skills – comfortable interacting with clients and prospects.
5. Creativity, attention to detail, and the ability to work on multiple projects concurrently.
6. Proficiency in Microsoft Suite.
7. Moderate proficiency in WordPress.
8. Moderate proficiency in Adobe Suite.
9. Team player willing to do what it takes to get the job done.

RESPONSIBILITIES

1. Assist with client and market research.
2. Monitor and assist with business development activities including coordinating networking attendees at selected industry social, educational, and professional events.
3. Maintain CRM database and mailing list.
4. Maintain and implement Project and Image Database.
5. Maintain, create, and manage multiple databases for marketing and business development purposes.
6. Update staff profiles and project descriptions.
7. Assist in developing, writing, and producing marketing communications including blogs, newsletters, press releases, and collateral materials.
8. Assist in maintaining, creating, and managing marketing materials and communications templates library.
9. Support proposal preparation and answer RFPs, including tracking proposals, answering questions, and preparing qualifications.
10. Maintain the firm's website.
11. Assist with recruiting activities including maintaining databases and communicating with candidates.
12. Assist with the implementation of social media on all platforms and maintain relevant content.
13. Assist with the submissions to selected competitions.
14. Help coordinate and manage selected office events.
15. Help develop presentations for events and speaking engagements.

OUR FIRM

Structural Focus is a structural engineering consulting firm specializing in the design of complex and innovative buildings. Since Structural Focus' 2001 inception, the firm has designed several million square feet of new structures and rehabilitated hundreds of existing buildings, including numerous historic projects, dozens of which are on the National Register of Historic Places.