



architecture
planning
interiors

Senior Marketing Coordinator

Job Description:

BCA Architects is looking for a Senior Marketing Coordinator with 5+ years' experience in the A/E/C industry to work in collaboration with BCA's President and our marketing department. The location of this person would ideally work out of the Sacramento office. BCA has offices in San Jose, Sacramento and Southern California and this individual may work on initiatives and travel to various clients and BCA offices as necessary. Along with the management team, the person who holds this position is responsible for helping to champion BCA's marketing and business development strategy and implementation.

BCA offers a competitive benefits and compensation package, including:

- Support of professional memberships & events
- Flexible work hours
- Collaborative work environment
- Incentive-based bonuses
- Medical, dental & vision coverage
- Disability
- Life insurance
- Paid holidays
- Vacation
- Workers' compensation

Job Requirements:

- Lead Tracking & Market Research
 - Monitor leads received through subscription services, consultant and contractor relationships, etc.
 - Perform initial research on leads, as necessary, and forward significant opportunities to President and Marketing/BD Manager for further analysis
 - Assist Marketing/BD Manager with research related to specific clients, target markets and geographical locations
- RFP/Qs & Interviews
 - Go/no go evaluations
 - RFP/Q triage process, including facilitating kick-off meetings and identification of long lead items
 - SOQ/Proposal development, including management of all deliverables and directing/delegating tasks to others as needed (coordinating with consultants; distributing tasks to President, CEO, COO and Project Managers; delegating to Project Administrators; etc.)
 - Interview preparation, including production of visual materials such as PowerPoint, presentation boards and leave behinds
 - Post-proposal analysis (transfer of data to marketing library, updating master files and data entry in CRM database)
 - Hit rate tracking for all markets

- Public Relations & Promotion (as directed by the Marketing/BD Manager and/or President)
 - Maintaining the firm's corporate identity and ensuring the corporate brand is present and well-represented in all materials
 - Management and graphic design of collateral pieces – development of graphics and content for brochures, project postcards, etc.
 - Assist with maintenance of BCA website and social media presence, including drafting materials and updating information
 - Assist with advertisements, articles, media outreach, press releases, etc.
 - Registration for and attendance at conferences, industry and professional association events, etc.
 - Preparation of design award submittals and associated coordination (includes "Best of," Top 25 Lists, etc.)
 - Coordination of event sponsorships
 - Coordination of client appreciation events (sports events, meals, etc.), including client gifts and recognition
 - Organizing/assisting with staff appreciation event(s)
 - Management of photography (project photography and staff headshots)
 - Management of office periodical subscriptions (Business Journals, magazines, etc.)
 - Assisting with the direction of marketing-related consultants (when requested by the Marketing/BD Manager and/or President), such as photographers, public relations consultants, branding/communications specialists, web designers, graphic designers, printers, etc.

- Database & Department Administration
 - Maintenance of firm "boilerplate," such as firm information and data, master resumes, master project sheets, proposal narratives and project data
 - Management of Deltek Vision database related to marketing information
 - Maintenance of the network file structure
 - Management of marketing supplies (ordering marketing materials, business cards, stationary, etc.) and/or directing administration staff in such activities
 - Management of in-office client hospitality elements (refreshments, glassware, etc.) and/or directing administrative staff in such activities
 - Coordination of client gifts and recognition

Requirements:

- 5+ years of marketing experience in the A/E/C industry
- College degree in Marketing, Communications and/or Business Management
- Expertise in marketing software platforms, such as the Adobe Creative Suite, Deltek, etc.
- Any certifications related to technical writing, graphic design and web design are a plus

Competencies Related to this Position:

- "Worker/Doer/Seller"
- Positive/people oriented attitude
- Self-motivated and self-directed (without need for daily management)
- Exceptional communication skills both internal and external
- Strong writing ability and graphics skills
- Superior organizational, planning and prioritization skills
- Motivational leadership skills
- Interpersonal skills – integrity, role-model, team-player, supportive

- Handles pressure
- Assertive
- Strong decision making skills
- Goal oriented
- Strong energy and proven hard worker
- Desire to create a hard working but fun loving office culture!

This position would serve as the primary in-house staff person for the marketing department at BCA.

Applications should be directed to:

Brian Whitmore, AIA, LEED AP - President

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