

Marketing Manager

Role Overview

- Develop and execute a multi-disciplined marketing plan
- Production and management of external communications (newsletters, client surveys, blogs, etc.)
- Website Management (content, photos, news, etc.)
- Social Media Management (LinkedIn, Facebook, Instagram)
- Company brand image management
- Manage proposal development process including production of RFQ/RFP's and preparation of project pursuit interviews
- Work with technical staff to develop proposal sections and project approach
- Read and analyze RFQ/RFP's and edit proposal content for readability, consistency, clarity, and compliance with requirements
- Develop and manage written content including resumes, project descriptions and proposal content library
- Aid in production of presentations for various business development activities
- Engagement with technical professionals in the writing, editing, and publication of various types of marketing materials
- Production, editing and management of all company marketing collateral
- Coordination and execution of all participating and hosted company events
- CRM database management
- Assist with marketing budget development and projections
- Manage company apparel/swag program and promotional items
- Other responsibilities as assigned

How do we define success for your role?

- You demonstrate Flat Irons core values through all aspect of your work: Bold Open Community
- Clients describe you as positive, professional, and deliver high-quality work
- You identify, recommend, and are focused on effective service delivery to our clients
- You share in an inclusive and engaging work environment that develops, retains & attracts talent
- You actively participate in the adoption of digital tools and strategies to drive an innovative workplace
- You grow your expertise through learning and professional development.

Experience and Education

- Previous experience in proposal or copy writing
- Minimum of 3-5 years of proven and progressive experience or equivalent including strong knowledge of the RFP process

- Bachelor's degree in marketing, Business, English, Arts, Communications or a related field or equivalent experience is an asset
- Exceptional interpersonal skills – interacts successfully with all levels of staff – partners, managers, and clients with a positive, enthusiastic attitude
- Well-developed writing skills, particularly with drafting business proposals and marketing materials
- Graphic design skills and experience seen as an asset
- Ability to adapt quickly to changing situations and conditions while under tight timelines
- Self-starter that can work independently with minimal oversight along with a proactive service attitude and willingness to take a hand on and can-do approach
- Strong proficiency with common productivity software including PowerPoint, Excel and Word and other proposal-based tools (RFP Automation software)