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Proposal Manager

As the Proposal Manager, you will provide leadership to the marketing department and play a pivotal role in driving our marketing efforts in the A/E/C industry. Your primary responsibilities will include formulating, executing, and overseeing proposal development for government solicitations, and managing digital and traditional marketing campaigns. You will collaborate closely with cross-functional teams to ensure the successful implementation of marketing strategies and proposal development that align with our business goals.

RESPONSIBILITIES:

- Develop and execute A/E/C industry marketing proposals.
- Lead the preparation and writing of compelling proposals for government solicitations, showcasing our construction management experience and expertise.
- Collaborate with subject matter experts and project managers to gather accurate data and information for proposal development.
- Manage and curate a library of proposal templates, case studies, project descriptions, and marketing materials to support business development efforts.
- Oversee digital marketing campaigns, including email marketing, social media engagement, and website content enhancements.
- Lead the management of the company's social media platforms, monitoring engagement and driving brand awareness.
- Direct the creation of impactful marketing collateral, leveraging Adobe Creative Cloud software (e.g., Photoshop, InDesign, Illustrator).
- Analyze and report on the performance of marketing campaigns, providing strategic insights and recommendations for optimization.
- Plan and coordinate industry-related events, including trade shows and conferences, to enhance the company's visibility.
- Drive innovation in marketing initiatives and stay current with industry trends and emerging technologies.
- Mentor and lead the marketing team, fostering a collaborative and high-performing work environment.
- Undertake other strategic projects and responsibilities as assigned.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- 5+ years of experience in proposal writing and government solicitation processes within the A/E/C industry.
- Proven track record in developing and executing successful marketing strategies.
- Expertise in digital marketing, including social media management, content creation, email marketing, and website optimization.
- Proficiency in Adobe Creative Cloud software (Photoshop, InDesign, Illustrator) for designing marketing materials.
- Exceptional written and verbal communication skills, with a talent for crafting persuasive and impactful content.

- **Strong organizational skills and attention to detail, with the ability to manage multiple projects and deadlines.**
- **Inspirational leadership style, capable of motivating and guiding a high-performing marketing team.**
- **Strategic thinker with the ability to align marketing efforts with overall business objectives.**
- **Familiarity with construction management terminology and industry-specific marketing practices.**

To apply for this position, please email your resume and other supporting documentation to Tamra Trotter (ttrotter@downeyscott.com).

This position will involve regular on-camera interactions and collaboration with Downey & Scott's marketing coordinator and other staff members using Microsoft Teams.

Note: Only qualified candidates will be contacted. We appreciate your interest in being a part of our team! We offer a competitive salary (commensurate with experience) and a comprehensive benefits package, including medical insurance and a 401k retirement savings program.

DOWNEY & SCOTT, LLC is an equal-opportunity employer and maintains a drug-free workplace.