

Marketing Specialist

Engineering Link
Toronto, ON

Engineering Link is growing its team.

We are looking for a **Marketing Specialist** to join our team. This role is exciting, diverse, and rewarding. The Marketing Specialist has overall responsibility for marketing in our structural department and a wide range of activities across the company. This includes creating and managing proposals, leading and supporting marketing staff, liaising with external contractors to develop information packages, and working directly with our Partners to develop and implement marketing strategies.

This is a perfect opportunity for an individual looking to grow their career with a growing building envelope and structural engineering firm in downtown Toronto.

The ideal candidate is energetic, self-motivated, and enjoys working in a fast-paced environment. We are looking for someone with strong leadership skills whose natural approach with others forms positive, collaborative relationships within our organization and with our clients.

Engineering Link offers an open, collaborative work environment and is involved in a variety of commercial, institutional, recreational, and residential projects across Canada. Engineering Link is focused on offering building envelope and structural engineering services as they relate to the science of the built environment.

Desired skills, responsibilities, and qualifications you will need to have:

Skills

- Adaptable: can pivot to meet project and client needs and is able to focus on multiple projects at one time.
- Entrepreneurial: ambitious, client-focused, and quality driven.
- Proactive: takes initiative, analytical, innovative, and is a natural problem solver.
- Team-player: builds positive relationships with colleagues, clients, and acts as an ambassador for Engineering Link in the field.
- Business Development: maintains and strengthens existing client relationships, fostering new business opportunities from our existing work.
- Proposals: experience with bid sites such as Merx, Biddingo, Bids CityBids.
- High level of proficiency with Microsoft Word, Excel, Adobe, and InDesign.
- Excellent communication skills both verbal and written; including technical writing.
- Excellent organization skills with the ability to manage complex situations with multiple stakeholders.
- Strong leadership and project management skills with ability to manage schedule and budget.

Responsibilities

- Works closely with existing structural leadership team.
- Manage the full cycle of a proposal cycle.
- Development and coordination of proposals from lead to RFP stage.
- Manage proposal sites to generate leads.
- Assist management in making bid decisions.
- Analyze requirements and ensure RFP compliance.



- Manage proposal schedule.
- Coordinate and prepare all proposal sections with technical leads/subject matter experts including project descriptions/qualification summaries, CV's, and client references.
- Ensure quality control of final document is performed.
- Print production, assembly, and ensure timely delivery (electronic/physical) and tracking award results.
- Develop, organize, and maintain business development materials such as boilerplate content, project sheets, CV's, testimonials using MS office suite and Adobe.
- Create, maintain, and update a corporate library of proposal content, specialized topic material and best in class RFP responses to be used in proposals.
- Create and manage content for electronic platforms, such as the corporate website, internal communications, and Linked IN.
- Coordinate with the finance department for insurance, WSIB, and financial data needs.
- Create synergies with marketing departments of other firms we routinely work with on pursuits.
- Manage client promotional events (lunches, events, and other business development opportunities).
- Back-up resource for preparation of fee letters.
- Strives for consistency, accuracy, and quality before presenting to the project team (internal and external).
- Deliver work within assigned project deadlines and assigned budgets.
- Ensure the effective management of project budgets through cost control methods, scheduling, and resourcing to meet project deliverables.

Qualifications

- >5 years' experience in a marketing role.
- Previous experience managing the full cycle of a proposal is desired.
- Experience in an engineering consulting firm or relevant industries is desired.
- Formal education in marketing, or equivalent training.
- A motivated self-starter with a demonstrated ability to work independently as well as within a team environment.

A resume is required when applying.

Engineering Link is committed to promoting diversity and employment equity.

Applicants requiring accommodation at any stage in the recruitment process can contact Human Resources.

We thank you for your interest in our firm. Please note that only those candidates selected for the next step in the recruitment process will be contacted by Human Resources.