

Vocon

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Marketing Coordinator

We are seeking a detail-oriented, creative thinker to join our Marketing Team as a Marketing Coordinator. Qualified candidates will have a minimum of 5 years of marketing experience, preferably in the A/E industry, and work comfortably in a fast-paced environment. This position will support the Marketing and Business Development efforts in both the Cleveland and New York City offices. The position requires an excellent verbal and written communicator, problem solver and action-oriented team player. You must be committed to internal and external client service, poised under fast-paced pressure and have a relentlessly positive, flexible, “do whatever it takes” attitude. Please submit writing and graphic work samples with resume.

- Collaborate with marketers, business developers and firm leaders in each office to support their efforts by writing original content for print/digital collateral, proposals, presentations, the firm’s website, blog, and publications.
- Work in a team atmosphere to develop proposal strategy and to facilitate the proposal process amongst all team members. Responsibilities include writing copy, graphic communication, coordinating and distributing drafts, and ensuring delivery of the final product.
- Develop case studies describing our projects/research and bios promoting our design talent.
- Manage a library of content and ensure users understand and have access to content resources.
- Develop new materials to support business development activities and positioning / public relations initiatives.
- Participate in updates to website content and social media.
- Coordinate or obtain information needed from consultant firms to be included in proposals or at presentation.
- Seek and incorporate new references into marketing submittals.
- Collaborate closely with design practice leadership to plan and track business development efforts.
- Research target client’s company history, market positioning, etc. to contribute to new business pursuit strategy.
- Independently execute multiple marketing efforts against rapid and frequent deadlines.
- Manage scheduling, production and delivery of marketing materials.
- Master Vocon’s portfolio of work, practice areas and broad firm capabilities.
- Manage project close out – mine information that will be valuable for future efforts.
- Other duties and responsibilities as assigned.

Job Requirements

- 5+ yrs professional marketing experience, ideally working with professional services firms or the architecture/ design industry.
- Bachelor’s degree in Communications, Journalism, Marketing, Architecture, Interior Design or a related field.
- Strategic thinker who recognizes competitive advantages and translates them into effective marketing collateral.
- Excellent written, verbal and graphic communication skills, including creating effective presentations, technical writing and marketing collateral. Strong editing and proofreading skills a must.

- Experience working directly with senior staff on business-critical projects with minimal supervision.
- Self-motivated with strong organizational and intra-personal skills to coordinate and manage multiple projects and deadlines while collaborating across several teams.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft Office (Word, Excel, and PowerPoint) is required.