



Communications and Proposal Coordinator

Employer: WDG Architecture PLLC

Location: 1025 Connecticut Ave, NW, Ste. 300, Washington DC, 20036

Posted: October 15, 2018

Function: Marketing

Industry: Architecture, Planning, Interiors

Hours: Full Time

To apply, please send a cover letter, resume, and any writing and design samples to sstadler@wdgarch.com and lscala@wdgarch.com.

About our Firm: Founded in 1938, WDG is the longest standing firm in the District providing architecture, planning and interior design internationally. Our market sectors include (mixed-use) commercial office, multifamily residential, hospitality, higher education, government, and interiors projects. Our firm fosters diversity and demonstrates community.

About the Position: We are looking for an energetic, self-starter to join our team! Our Marketing department is responsible for three significant firm efforts: business development, project pursuits, and elevating our presence as a leader in the real estate community. Our role is to clearly define the significance of the firm's projects, processes, leadership, and overall vision. We achieve this through consistent messaging, brand implementation, and a structured workflow. Our team directly influences the firm's success; therefore, all efforts rely heavily on effective communication, accountability, dedication, and a strong commitment to our initiatives. If you are passionate about business growth, communication, and taking ownership of your role, you could be part of a very talented, dynamic team.

Duties and Responsibilities:

- **(70%) Assist the team with ad hoc marketing (sales) tasks, and day-to-day production requests. Responsibilities include:**
 - Coordinating with leadership, design, and consultant teams to develop and produce proposal and qualification packages
 - Development of PowerPoint presentations, and custom collateral
 - Ad hoc website updates
 - Design of display boards, advertisements, email announcements, and invitations
 - Managing multiple projects from concept to completion
- **(30%) Assist the team on long term marketing goals / initiatives. Responsibilities include:**
 - Content Management / Creation (to maintain a library of high-quality creative materials needed to deliver consistent messaging, and quickly turn around ad hoc requests)
 - Coordinating with leadership, and design teams to develop creative content for boilerplate material, project portfolios, team quals, and white papers for the firm (across digital and print collateral)
 - Routine maintenance of creative for boilerplate material, project portfolios, and team quals (across digital and print collateral)
 - Routine Cosential database maintenance
 - Supporting the firm's photography by coordinating shoots, selecting images and reformatting creative for various channels



- Design Marketing and Business Development graphics (displays, boards, advertisements, invitations, etc.)
- Ensuring that all materials clearly support and reinforce the company's brand and key messages
- Digital Marketing / Social Media (building brand recognition in the digital space):
 - Maintaining a social media posting schedule to help personalize the WDG "brand," build recognition in the digital space, and share key messaging with industry partners and peers
 - Website updates
- Marketing – Direct Mail
 - Maintaining a direct mail schedule
 - Coordinating with leadership, design, and consultant teams to develop and produce DM campaigns
- Public Relations
 - Attending networking events and conferences as needed to champion a favorable public brand image
 - Maintaining an awareness of industry news, best practices, and trends

Technical Requirements

- MUST be proficient in Adobe InDesign and Photoshop
- Microsoft Office Suite (PowerPoint, Word, Excel, Outlook, etc.)
- Experience with Cosential or other content management systems a PLUS

Education Requirements

- Minimum Bachelor's degree in marketing, communications, journalism, or related field

Other Essential Skills / Competencies / Requirements

- A self-starter
- A willingness to learn
- A quick study / fast learner
- A positive, CAN-DO attitude
- Entrepreneur's mentality - nimble, strategic, focused on execution, and can implement a workflow process
- Accountable and takes ownership of successful completion of error-free assignments.
- Passionate about design, curious, committed to excellence with exceptional attention to detail.
- Strong creative, organizational, and problem-solving capabilities
- Superb communication and interpersonal skills
- Able to present ideas clearly, and accept constructive criticism
- Ability to work in a team environment and individually
- Demonstrated experience working in a fast-paced, high volume environment
- Demonstrated experience balancing multiple projects successfully and collaborating across multiple stakeholders with different priorities
- Ability to organize and prioritize tasks efficiently, including the ability to handle multiple, simultaneous deadlines.
- This is a full-time, salaried position. MUST have the ability to work on site during office hours and take ownership of assignments
- Minimum 3 years' experience in marketing and/or sales.