

Company: BKV Group
Location: Minneapolis MN
Job Title: Marketing Coordinator
Reports to: VP of Marketing & Business Development

BKV Group is a national, multi-disciplinary architecture and engineering firm devoted to designing spaces and buildings that enrich lives by fostering community. We believe that an integrative design process centered around strong collaboration is fundamental to achieving impactful architecture. Our methodical and adaptive approach to design is rooted in the belief that each project provides a unique set of challenges that warrant equally unique and creative solutions. It is critical to successful design and building that we fully understand the events and programs our spaces intend to house and ultimately facilitate. Furthermore, the foundational core of our practice is celebrating the collective effort that effective design requires.

Position Description:

BKV Group is in search of a Marketing Coordinator who will champion marketing collateral and content creation to persuade target audiences and drive engagement with BKV Group's brand. This individual will contribute to the end-to-end process of producing marketing collateral and developing BKV Group stories and proofs to inspire action. From brainstorming ideas, to writing content, to managing and producing proposals, we are looking for someone who can help us win more work with desired clients and projects in the Midwest region. This individual should also have polished communication skills, and a strong marketing personality. This position will be focused on the following sectors within the Minneapolis MN practice site region: Housing & Development (including market-rate, student, senior, and affordable housing), Government (including state and local), Education & Library, Corporate, and Hospitality. This candidate will report to the firmwide VP of Marketing & Business Development and collaborate with the national marketing and business development teams.

- Own the proposal management, content development, and production of marketing collateral and pursuits, specifically: RFQ/P responses (proposals, qualifications packages, brochures, and interviews), as well as client presentation decks.
- Collaborate with practice group leaders and business developers to drive messaging strategy, define narrative approach, and write copy for marketing content and create graphics designed to convince clients to purchase our services.
- Work closely with the VP of Marketing & Business Development and Business Developers to schedule, coordinate, and prepare for local and national events and conferences, including creating marketing collateral, coordinating event logistics, developing digital and e-communications, and more.
- Gather, format, and maintain accurate, up-to-date marketing information including staff bios, project descriptions and statistics, research briefs, and other information for marketing purposes.
- Assist with maintaining and contributing to website and social media channels, in coordination with marketing team, to ensure accuracy and relevancy for news, projects, leadership, and other items as needed.
- Assist with updating the firmwide CRM database with employee, project, and pursuit information on an ongoing basis.

- Solicit and coordinate information from allied professionals, sub-consultants and other team members for inclusion in proposal and presentation materials.
- Develop award submittals, coordinate public relations efforts, and assist with special events aimed at growing our client subsets, and expanding our brand in the Midwest region.
- Oversee photography shoots (planning and coordination of shot list and schedules), and the management of project and staff images (formatting, filing).

Qualifications:

- Bachelor's degree with concentration in Marketing, Communications, Journalism, Graphic Design, Public Relations, English, or other related field.
- 4 – 6 years of related, professional experience with an exemplary background in proposal development, copywriting, and graphic design.
- CPSM certification desirable, as well as an understanding of basic A/E/C industry terminology and procedures.
- Exceptional aptitude in Adobe Suite (most notably, InDesign) and the Microsoft Office Suite. Proficiency in Adobe Photoshop, Illustrator, Bridge, Unanet, WordPress, and social media platforms is preferred.
- Honed experience using sales or client relationship management (CRM) tools and platforms.
- The ability to read and understand requests for proposals (RFPs) and qualifications to organize and develop a relevant, thoughtful response.
- The ability to develop written and oral communications that clearly explain technical concepts, using easy to understand language and graphics.
- The ability to manage time and resources to produce and deliver project assignments under strict deadlines.
- The ability to thrive in a collaborative, engaging, fast-paced environment and work well with all levels of staff.
- Possess a solutions-focused mindset with an ability to work in ambiguity and pivot through the unexpected.
- Active participation in industry organizations such as SMPS, AIA, ULI, CREW, NAIOP, or other Commercial Real Estate organizations

With 200+ employees sharing knowledge across practice sites in Washington DC, Chicago, Dallas, Minneapolis, and Vietnam, we create relevant and meaningful design solutions that allow our clients' vision to become a reality. BKV Group offers a flexible, hybrid work schedule with three days in the office (Tues - Thurs) and two days optional for remote working (Mon & Fri). With excellent benefits, competitive salaries, and continuous opportunities for growth, BKV Group gives you the tools to achieve your goals. We invite you to submit your resume and any work samples you would like to share (PDF of no more than 5MB). Please indicate your name, desired position and location in e-mail subject line. For more information, visit: www.bkvgroup.com.

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