

GREENLAND ENTERPRISES, INC.
JOB DESCRIPTION

TITLE: Marketing and Proposal Specialist

REPORTS TO: Administration Manager

LOCATION: Hampton, VA

APPROVED/REVISED DATE: 01-23-19

FLSA STATUS: Exempt

JOB SUMMARY: Responsible for the direct, hands-on production of proposals and presentation materials. The Marketing and Proposal Specialist works closely with the Vice President, Vice President of Sales and Marketing, Vice President of Operations, and other executives/associates of the Estimates and Marketing Team, on assigned pursuits, and is responsible for the development, growth, execution, and representation of the Greenland brand. The role is specialized for individuals with a high attention to detail, outstanding writing and editing abilities, outstanding time management skills, and expert knowledge of the Microsoft Office Suite.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manages a collaborative proposal process, including coordinating the collection of project-specific information and developing proposal content and other requirements to meet established guidelines and target dates.
- Prepares and manages the development and execution of responses to Sources Sought, Invitation for Bid (IFB), Statement of Qualifications (SOQ), Request for Qualifications (RFQ), Request for Proposal (RFP), and presentations.
 - Reviews and interprets solicitation documents.
 - Conducts Question & Answer (Q&A) meetings with bid team members.
 - Sets up and populates proposals (based on solicitation requirements and answers from Q&A meetings).
 - Provides graphics expertise.
 - Uses templates to ensure consistency and best practice.
 - Creates precise, well-written narratives for non-technical proposal inquiries.
 - Turns over proposals to Bid Captain(s) for project specific technical narratives.
 - Proof reads, edits, and formats proposals. Ensures proposals are compliant.
 - Populates pricing and other forms based on data received from Bid Captain(s).
 - Prints, assembles, and readies proposals for overnight, hand delivery, and/or electronic submission.
 - Quality Control of final printed and/or electronic submission.
 - Develops presentations and supporting materials for proposal interviews, to include: interview prep, Q&A with bid team, situation practices, and providing feedback. If requested, attends the proposal interview meeting with the client.
- Maintains excellent communication throughout the course of all proposal timelines and maintains all applicable reporting and logs.
- Maintains the Estimates database, to include: bid opportunities and status, bid folders, proposal templates, project charts, technical narratives, past performance evaluations, employee resumes, client contact information, project photos, etc.
- Represents the Greenland brand to clients, competing or partnering firms, subcontractor/vendor/supplier firms, and other industry-related organizations.
- Coordinates, plans, and exhibits the Greenland brand at various events (seminars, trade shows, etc.). Includes booking events, airfare, hotel, dinner reservations, etc. for bid team members, and self. Responsible for set-up and presentation of relevant marketing material at events, as necessary.
- Develops and maintains written and graphic promotional materials.
- Assists with market research, including information gathering on potential clients, and other industry research to support the development of sales and marketing.
- Oversees marketing budget and spending.
- Maintains the marketing material inventory, and places orders for apparel and promotional materials.
- Promotes a teamwork mentality and a professional work environment.
- May require some overnight travel to attend various events (seminars, trade shows, etc.).
- Responsible for other duties as assigned.

SUPERVISORY RESPONSIBILITIES: None

EDUCATION/TRAINING: Bachelor's degree, or equivalent in related training, plus a minimum of three years professional work experience, preferably in the areas of construction, business, communications, marketing, design, writing, and/or editing.

QUALIFICATIONS:

- Proficient in Microsoft Office Suite, especially SharePoint, Word, and Excel.
- Possess strong project management, communication, organizational, attention to detail, problem-solving, written, and verbal skills.
- Ability to balance workload, prioritize, and work under tight deadlines with a positive attitude.
- Ability to work independently without supervision.
- Ability to function effectively as part of a team.
- Ability to grasp new software programs.
- Possess knowledge in design and/or design principles.
- Self-motivated, goal-oriented, and quality-driven.
- Flexible to work outside of normal business hours, as required.
- Knowledge in the Adobe Creative Suite (In Design, Illustrator, and Photoshop) is a plus.

PHYSICAL DEMANDS and WORK ENVIRONMENT:

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required to sit for long periods of time. Regularly required to sit, stand, walk, occasionally bend and move about the facility. Infrequent lifting required. Ability to lift 10 – 15 lbs. Primary environment consists of ambient room temperatures and lighting as found in a typical office environment.

Signature: _____

Print Name: _____

Date: _____

Disclaimer

The above statements are intended to describe the general nature and level of work to be performed by the person assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the person. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.