



**SAN DIEGO**  
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## **Senior Proposal/Marketing Coordinator**

**San Diego, CA**

### **About Katz & Associates:**

K&A is a nationally-recognized communication consulting firm specializing in strategic communications, stakeholder outreach and public involvement programs for public and private sector clients. From water and public utilities, to energy, transportation, environmental sustainability to real estate, development, civic issues, policy and quality of life issues, we maintain a firm commitment to providing communication programs that create awareness about key issues that are of critical importance to communities. We help our clients communicate effectively about things that matter.

With locations in San Francisco, Los Angeles and headquarters in San Diego, our team of 35+ professionals serve clients nationwide with a strong focus in California. We offer competitive compensation and benefits including health, dental, vision and life insurance.

Currently, we are working approximately 90% remote and envision a hybrid model going forward or a predominately remote model that will be determined post-pandemic. Employees are asked to work in our office in Mission Valley upon request of their supervisors for client or team meetings or for pre-determined company events. Some additional employee benefits include:

- Company culture that focuses on employee engagement as well as a strong emphasis on employee professional development with each employee receiving an annual budget for education
- Robust Employee Stock Ownership Plan that provides an opportunity for employees to participate and become firm owners
- Company commitment to work/life balance
- Opportunities for growth/commitment to employees with annual Diversity and Inclusion training, ongoing education brownbag or lunch webinars, and mentorship programs for our staff

### **Summary:**

We are looking for an experienced professional services marketing professional to lead and manage teams that pursue new business for the firm, as well as support the Marketing/Creative Services director with external marketing efforts. This position also provides graphic design support to our creative studio. This is an important leadership position at our firm, responsible for the successful execution and submission of complex proposals, as well as being a liaison to other firms when we are not priming a pursuit and are part of a larger team. This is an outstanding opportunity to learn from a seasoned A/E/C Marketing Director and take the next step in your career.

**Helping people communicate effectively about things that matter.**

San Diego | Los Angeles | San Francisco

**Key Responsibilities – Proposal Management (60%):**

- Manage deadline-driven proposal development process from beginning to end – including setting and leading meetings – working with assigned pursuit teams (practice leads, pursuit captains, project managers and other staff).
- Review and analyze RFQ/RFPs and assist in the Go / No Go process
- Work with pursuit teams to develop WIN strategy, develop document structure and outline, set deadlines and create proposals layout in Adobe InDesign.
- Create proposal documents that adhere to RFP guidelines while demonstrating a high level of graphic sophistication, and best practices for printed and online documents.
- Write non-technical text and edit copy from other contributors so that it is persuasive and aligns with overall messaging.
- Lead interview preparation for shortlisted teams including scheduling and conducting rehearsal sessions and creating compelling visuals, usually slide decks in PowerPoint.
- Prepare materials for teaming requests from other firms who are priming proposals.
- Maintain pursuit tracking activity via CRM.
- Maintain collateral library assets: case studies; qualification packages; resumes.

**Key Responsibilities – Marketing Support (25%):**

- Support the Marketing Director with the following: website updates; social media; K&A Perspectives (blog); company events.
- Other miscellaneous activities.

**Key Responsibilities – Graphics Support (15%):**

- Assist the K&A creative team with billable client projects when needed.

**Experience/Education:**

- Bachelor's degree required
- 5+years related experience in a supporting or leading role producing proposals for A/E/C firms

**Skills and Knowledge:**

- Experience leading and managing multiple assignments with deadlines
- Ability to provide strategy level advice, as well as sweat the small details in a proposal process
- Strong communication and organizational skills
- Autonomous, self-starter
- Advanced skills using Adobe Creative Suite, InDesign expert
- Advanced skills using MS Office, especially Word and PowerPoint
- Persuasive writing, editing, and proofreading
- Solid understanding of design fundamentals

- Experience with print design and production processes
- Problem analysis/solving. Can do attitude

**Other Requirements:**

- This position requires 40 hours per week, Monday through Friday, assistance at occasional weekend or evening events may be needed
- Possess valid driver's license, car, registration and insurance
- Some travel may be required

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing duties of this job, the employee is regularly required to use hands, finger, handle or feel, reach with hands and arms, and talk or hear. The employee is frequently required to stand, walk, sit and stoop, kneel, crouch or crawl. The employee is occasionally required to climb or balance, and taste or smell. The employee must regularly lift and/or move up to 10 pounds frequently lift and/or move up to 25 pounds, and occasionally lift/and or move up to 30 pounds. Specific vision abilities required by this job include close vision, depth perception, and ability to adjust focus.

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**To Apply:**

Send us your **Statement of Qualifications (SOQ)**

- **1-2 page cover letter** stating why you are a fit for the position. (Applications without a cover letter will not be considered)
- **1-2 page resume** outlining your qualifications.
- (Optional) – Portfolio of past work.

Submit via our website: <https://katzandassociates.com/contact/>

*All qualified applicants will receive consideration for employment without regard to race, color, national origin, ancestry, sexual orientation, political affiliation or beliefs, sex, age, physical handicap, medical condition, marital status or pregnancy (as those terms are defined by the California Fair Employment and Housing Act -- Government Code Section 12900-12996), except where such discrimination is based on a bona fide occupational qualification.*