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## Senior Marketing/Proposal Coordinator

San Diego, CA

### About Katz & Associates

K&A is a nationally recognized communication consulting firm specializing in strategic communication, public involvement and community relations programs for public and private sector clients. From water and public utilities, to energy, transportation and 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 people communicate effectively about things that matter.

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

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 educational brownbag or lunch webinars, and mentorship programs.

### Summary

Under the supervision of the Marketing Director, the Senior Marketing/Proposal Coordinator is responsible for the overall planning, collaboration and preparation of business development materials, which includes general company information, prequalification submittals, proposal/statement of qualification packages, and presentation/interview materials. This critical team member also provides ongoing support in the areas of social media, website maintenance, thought leadership/content development, email marketing, corporate marketing collateral development and other miscellaneous initiatives.

**This role will be predominately remote.** Employees may be asked to come into our office in Mission Valley on an as-needed basis for client or team meetings or for pre-determined company events. Local residence in San Diego County is preferred.

## Key Responsibilities

### Proposals/Business Development

- Review and analyze Request for Proposal (RFP) and Request for Qualification (RFQ) documents and assist in the go/no-go process.
- Manage the development of deadline-driven proposal submissions from beginning to end, including scheduling and leading meetings, working with pursuit teams (practice leads, pursuit captains, project managers and other staff) to develop a competitive, responsive and winning proposal submission.
- Work with pursuit teams to develop win strategies, as well as develop proposal document structure and outline.
- Set internal proposal development deadlines and design proposal layout in Adobe InDesign.
- Create proposal documents that adhere to strict RFP guidelines while demonstrating a high level of graphic sophistication and best practices for print and digital documents.
- Write non-technical text and edit copy from other contributors so that it is persuasive and aligns with overall proposal win themes and messaging.
- Lead interview preparation activities for shortlisted teams, including scheduling and conducting rehearsal sessions and creating compelling slides and visuals.
- Prepare materials requested from the prime consultant when K&A is serving as a subconsultant.
- Maintain pursuit tracking activity in opportunities database.
- Manage and maintain marketing asset library, which includes project descriptions, qualification packages, resumes, headshots and images.

### Corporate Marketing

- Support ongoing maintenance of the corporate website.
- Manage corporate social media platforms and maintain a social media content calendar.
- Coordinate thought leadership/content development for the firm blog and e-newsletters.
- Assist with designing and developing corporate marketing collateral, including brochures, business cards and giveaway/promotional items.
- Assist with taking new employee headshots and posting them to the corporate website.
- Other miscellaneous initiatives.

## Experience & Education

- Bachelor's degree in marketing, communication, journalism or related field required.
- 4-7 years of related experience, preferably in the Architectural/Engineering/Construction (AEC) industry.

## Desired Skills & Knowledge

- Experience leading and managing multiple assignments with strict deadlines.
- Strong communication and organizational skills.
- Advanced skills using Adobe Creative Suite, with an emphasis on InDesign.
- Advanced skills using Microsoft Office, with an emphasis on Word, PowerPoint and Excel.

- Demonstrated experience writing persuasive content for proposals.
- Solid understanding of design fundamentals.
- Experience with print design and production processes.
- Strong critical thinking and problem-solving skills.
- General understanding of best practices for social media planning and execution.
- Basic photography skills are a plus, but not required.

### Other Requirements

- This position requires 40 hours per week Monday through Friday. Assistance at occasional weekend or evening events may be required.
- Possess a 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, fingers, 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

Please send your resume and optional cover letter to [careers@katzandassociates.com](mailto:careers@katzandassociates.com). Work samples, including proposals that you have developed and managed, are also preferred.

*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.*