

Marketing Assistant

ABOUT B2Q

B2Q Associates is an independent engineering consulting firm specializing in energy efficiency, existing and new building commissioning, and utility infrastructure projects for public sector, commercial, higher education, industrial, and healthcare clients. At B2Q, we have a strong commitment to energy efficiency and making buildings and equipment operate at peak performance.

JOB DESCRIPTION

We are seeking a proactive and versatile Marketing Assistant with a strong background in graphic design and excellent writing skills. The Marketing Assistant will contribute to the growth and success of the company by supporting proposal development, content creation, market research, digital marketing, and event planning.

- Key Responsibilities:

- » Proposal Development:

1. Coordination Support: Assist in tracking proposal progress and following up on deadlines. (Experience in Asana is not a requirement but a plus)
2. Content Support: Help gather information for proposals, including project descriptions, resumes, and technical data.
3. Writing and Editing: Contribute to writing and editing sections of proposals. (Proficient in Microsoft Word and Adobe InDesign)
4. Design and Visuals: Create and format proposal documents using design software. (Proficient in Adobe InDesign and Canva)
5. Customization: Assist in tailoring proposal content to meet client requirements.
6. Proofreading: Conduct initial reviews to ensure proposals are error-free.
7. Database Maintenance: Keep databases of project descriptions, staff resumes, and proposal information up to date.
8. Event Support: Assist with logistics for events related to proposals.

- » Content Creation:

1. Marketing Materials: Help create brochures, case studies, and white papers. (Proficient in Adobe InDesign and Canva)
2. Social Media: Assist with content creation and manage social media calendars.

- » Market Research and Analysis:

1. Trend Identification: Research market trends and analyze competitor strategies.
2. Client Feedback: Gather and analyze client feedback and industry insights.

- » Website and Digital Marketing:

1. Website Maintenance: Keep the company website and careers page updated.
2. Digital Analytics: Analyze digital marketing performance and assist in reporting.

- » Event Planning and Coordination:

1. Event Logistics: Support logistics for company events, webinars, and trade shows.
2. Client Relationships: Assist with activities to maintain and enhance client relationships.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Business, Graphic Design, or a related field.
- 1-3 years of marketing experience, preferably in the AEC industry.
- Proficiency in Adobe Creative Suite (particularly InDesign) and Microsoft Office Suite.
- Basic understanding of AI and its application to improve efficiency and content.
- Strong writing, editing, and communication skills.
- Excellent organizational and time management abilities.
- Ability to work effectively both independently and as part of a team.
- Proactive mindset with a willingness to learn and adapt in a fast-paced environment.

WHY JOIN US

- **Career Development:** Access to mentorship programs, continuous learning initiatives, and career advancement opportunities. We leverage the power of teamwork, collaboration, and continuous learning.
- **Important Work:** Help grow our business on cutting-edge projects related to our built environment and specifically energy, resiliency, and sustainability projects that make a significant positive impact for future generations.
- **Work-Life Balance:** Benefit from flexible working hours and remote work options.
- **Comprehensive Benefits:** Competitive salary, health care benefits, and retirement plans.

HOW TO APPLY

We are interested in every qualified candidate who is eligible and authorized to work in the United States. Interested candidates are encouraged to submit a resume, cover letter, and portfolio (if applicable) to Rich Andelman RAndelman@B2Qassociates.com and b2qmarketingteam@b2qassociates.com.