

Proposal Specialist

Reports to Director of Marketing

Market Title: Proposal Specialist

Job Purpose

Do you love solving the proposal puzzle? Is storytelling second nature? Cleary Zimmermann is seeking an experienced Proposal Specialist to join our Marketing Team. The Proposal Specialist has the responsibility to champion marketing pursuit efforts, prepare and manage RFQ submissions and general qualifications, and communicate Cleary Zimmermann's differentiators to win projects.

Duties and Responsibilities

The primary duties and responsibilities of this position include the following:

- Prepare and manage RFQ responses for prime and teamed opportunities, and verify that all minimum requirements are met prior to submission
- Lead the development of proposals (RFQs) and statements of qualifications (SOQs), collaborating with marketing, business development, and operations personnel
- Write, proofread, and edit proposal content, including cover letters, company overviews, technical staff resumes, project descriptions, graphics, organizational charts, etc.
- Lead team kick-off calls, develop proposal outlines, compile components, capture technical information from subject matter experts, ensure deadlines are met, etc.
- Work alongside the project pursuit team to develop a project-specific, cohesive message
- Work closely with business development and technical leads to address client hot button issues and communicate firm differentiators in all materials
- Support proposal submittals and handle printing and production, when required
- Enter and track stages of opportunities and project information within Unanet CRM by Cosential (CRM database)
- Complete all the necessary proposal close-out activities including electronic filing, and updates of marketing collateral, proposal boilerplate, and Unanet CRM by Cosential
- Assist with updating current Unanet CRM by Cosential opportunities, client contacts and project histories
- Coordinate in managing CoSchedule calendar of RFQ deadlines and qualifications packages requests
- Attend pre-proposal meetings as requested
- Monitor listing resources for opportunities the firm may pursue
- Maintain firm branding standards on materials and communications
- Develop relationships in the industry to help promote the firm and services
- Participate in business development and promotional activities when requested
- Other duties required to support the Marketing Department

Qualifications

The following qualifications are requirements of the position:

- Bachelor's Degree in English, Marketing, Business, Liberal Arts, Journalism or Communications preferred
- Minimum 3 years in the architecture/engineering/construction professions
- Knowledge of a wide range of software (Microsoft Office Suite and Adobe Creative Suite, particularly InDesign)
- Experience using a CRM database preferred (e.g., Cosential, Deltek)
- Excellent organizational skills and the ability to handle multiple tasks at a single time
- Ability to meet strict deadlines and manage time effectively
- Ability to work independently with little oversight
- Must be detail oriented
- Excellent written and oral communication skills
- Ability to work well with all internal and external clients

Continuing Education

None

Working Conditions

This position requires night and weekend work at times to meet deadlines.

Physical Requirements

None

Direct Reports

None

Last Update: November 2022