

Job Title: Business Development and Marketing Coordinator

FSLA status: Exempt

Department: 800 Consulting

Reports to: President & CEO

Position Summary: The Business Development and Marketing Coordinator serves as the lead developer on all new business development opportunities, including development of responses to Requests for Proposals (RFPs) and other new business opportunities. The coordinator is also responsible for creating, implementing and measuring the success of a comprehensive marketing and communications plan that will enhance WFN Consulting's image and position within the marketplace, and facilitate internal and external communications.

Qualifications Required:

- Bachelor's degree in Business Administration, Marketing, Communication or a related field
- Minimum 3 years of experience in bid development and/or proposal development
- Minimum 3 years of experience with technical writing
- Experience and/or exposure to government/private competitive procurement business processes
- Computer proficiency in WordPress, MailChimp, PowerPoint
- Outstanding written and oral communication skills
- Public speaking and presentation skills

Qualifications Desired:

- Preferred experience with Adobe InDesign
- Master's degree in Business Administration, Marketing, Communication or a related field

Essential Functions and responsibilities:

- Research and develop new business opportunities, including responses to RFPs, with local and municipal clients across the country.
- Serve as lead developer on all RFP responses, in conjunction with VP of Consulting and Research and the Senior Research Consultant.
- Prepare materials (slide decks, handouts, etc.) for any presentations made during interview process for new business clients.
- Conduct relevant market research, monitor trends, and identify potential new lines of business.
- In coordination with President and VP of Consulting and Research, develop annual business development and marketing plan.
- Create, implement and measure the success of a comprehensive marketing and communication plan that enhances the company's image and position within the marketplace and with all stakeholders, and facilitate internal and external communications.
- Create or coordinate development of internal and external messaging, including editorial direction, design, production, and distribution of all corporate publications including e-newsletters, collateral, promotional materials/videos, and trade show materials.
- Field media inquiries for consulting satellite offices in Cobb and Gwinnett Counties, when necessary, and guide media response protocols, including preparation of talking points, collaboration with stakeholders for joint statements and media readiness assistance.
- Manage editorial calendar and provide editorial support to President and other staff writers on original research and articles created for corporate newsletters and external publications.
- Develop and implement annual Marketing budget.
- Manage and update content on corporate website, blog and other social media sites such as Facebook, LinkedIn, and YouTube.

- Develop detailed talking points and complementary presentation materials in support of President's speaking engagements.
- Ensure integration of marketing functions and objectives across all personnel - Help make sure that WFN Consulting's philosophy, mission and vision are practiced throughout the company.
- Coordinate the appearance of all corporate print and electronic materials such as letterhead, use of logo, brochures, etc.
- Assist HR Manager in publicizing job openings, internship opportunities, etc.
- Assist HR Manager in the coordination of annual events to include Annual Leadership Retreat, Corporate Holiday Luncheon, and State of the Company Event.
- Collaborate with contract graphic designers in art direction on special projects.
- Assist in the development of workshop applications and any subsequent presentation materials.

Nonessential Functions:

- Perform other related duties as assigned

Success Factors/ job competencies:

- High level of professionalism
- Computer proficiency in Microsoft Office Suite, WordPress, MailChimp
- Time Management - the ability to prioritize and meet tight deadlines
- Analytical skills
- Excellent interpersonal and communication skills
- Strong Team Player

Physical Demands and work environment: The physical demands and work environment characteristics 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 individuals with disabilities to perform the essential functions.

- *Physical demands:* While performing duties of job, incumbent is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects; reach with hands and arms, stoop, bend, talk and hear. Employee must occasionally lift and/or move up to 5 pounds. Specific vision abilities required by the job include close vision.
- *Work Environment:* The noise level in the work environment is usually minimal

Performance standards:

- Annual performance appraisal
- Attainment of annual goals established between President & CEO and incumbent