



POINTNORTH

Senior Marketing Coordinator

- Are you excited to promote a woman-owned small business?
- Do you enjoy identifying business development leads, leading and preparing proposals, and strategizing how to win new work?
- Does a fast-paced environment where both thinking big and being detail-oriented appeal to you?
- Are you seeking a team that values people first and is committed to equity, building community, and fostering inclusive climates?

If so, let's talk!

About the Position

The Senior Marketing Coordinator will be responsible for organizing, managing and facilitating proposals, business and client development, creative campaigns and strategic marketing initiatives for PointNorth. The position will primarily collaborate with cross-functional teams and coordinate directly with clients.

Position Reports to: President

Classification: Salaried / Exempt

Salary Range: \$68,000 - \$90,000 based on experience

Location: Position is based in Puget Sound, WA with a hybrid / office report location in PN Tacoma, WA office

About PointNorth

PointNorth Consulting is a strategic communications firm and a woman-owned minority small business with headquarters in Vancouver, Washington. We believe our values drive our passion. We are strategists, storytellers and committed communicators. We serve a variety of organizations in the Pacific Northwest ranging from architects, engineers and contractors to educational service districts and public agencies. We value hard work, an entrepreneurial spirit, integrity and authenticity. We also value strong connections to our team and our community.

Overall Responsibilities

- Monitor Requests for Proposals (RFPs); lead and track go/no-go decisions; develop proposal work plan based on scope of work/schedule/scoring criteria
- Coordinate proposal development process
- Coordinate/lead all proposal debriefs (win or lose)
- Meet with market sector leads to assign tasks and roles for proposal development and review
- Create advertising strategies to implement creative campaigns and strategic marketing initiatives to promote PointNorth
- Manage all social media accounts developing and posting content including graphics and short videos
- Develop marketing materials such as flyers, brochures and slide templates; maintain and update templates as needed
- Coordinate development of twice-monthly blog post with PN team members
- Update website pages to ensure content is fresh and relevant
- Maintain brand consistency across all marketing materials and communications
- Develop and update annual marketing goals and plans by sector
- Identify BD leads and develop pursuit strategies
- Track project and team activities and deadlines using project management software, including Asana
- Register PointNorth on industry and procurement websites to identify business development leads; regularly monitor procurement websites for active opportunities
- Attend industry networking events to promote and sell PointNorth to prospective companies and government organizations
- Actively strive to meet deadlines, proactively communicating any challenges with a willingness to adjust strategy, timelines and activities to maintain a positive outcome
- Administrative duties as necessary
- Other duties as assigned

Knowledge, Skills & Qualifications

- Bachelor's Degree in Communications, Marketing, Public Relations, Business or related field
- 5+ years of experience
- Professional services firm experience essential
- Must be proficient in Squarespace and Canva. Preferred experience in Adobe creative suite
- Organized and detail-oriented
- Excellent written and verbal communication skills
- Creative mindset with the ability to develop engaging and innovative marketing content
- Prepared to contribute to our full team, leaning in when other team members may need support
- Adaptable and flexible to meet the needs of changing priorities in a startup environment
- Self-motivated and comfortable working both independently and as part of a dynamic, interdependent team
- Able to work in a fast-paced, deadline-oriented environment
- Effective and reliable communicator in virtual, phone and in-person settings
- Experience in Google Workspace, Zoom, MS Office 365 (including Outlook, Word, SharePoint, PowerPoint, Excel, Teams)

- Comfortable with taking direction, yet able to take initiative
- Able to engage BIPOC and other historically underrepresented communities in various efforts
- Able to accurately collect, analyze and synthesize data into reports
- Cooperative and collaborative team member
- Ability to communicate in a professional and respectful manner with all clients, co-workers, stakeholders, community members, public officials and other business partners
- Ability to nurture strong relationships with clients and community partners
- Passion for the mission of PointNorth and aligned with [our values](#): People First, Lead with Integrity, Think Big, Keep It Real

PointNorth is an equal opportunity employer, committed to developing an organization that is reflective of, and sensitive to, the needs of the diverse community we serve. We do not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity, national origin, age, genetic information, disability, or uniformed service. PointNorth is a provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711.

Working Conditions / Physical Requirements

Work is currently performed in a hybrid environment with the expectation to be in the office (Tacoma, WA) and to work remotely. This includes long periods at a desk. Position requires the employee to regularly host and facilitate in-person and virtual meetings, communicate with community members and clients, in both small and large groups. Employees may work under the stress of continual contact from clients, community members, co-workers and business partners, and the pressure to meet deadlines. Must occasionally lift and/or move up to 25 pounds. As an organization that contracts with government clients, PointNorth requires its employees to be fully vaccinated against COVID-19.

- Requires availability 8 am - 5 pm M - F with occasional evening and/or weekend work.
- Team members are expected to be in the office 2-3 days a week, and as needed or requested.
- Each team member has the freedom to construct their work week and schedule based on client and business needs, including the location(s), times, and days in which they will complete work. Position may require the ability to travel regionally for work activities.

Please send cover letter and resume to joinus@pointnorthinc.com