

Balance Hydrologics

Position: Marketing Manager

Location: Any Office

Position Type: Full-time

Reports to: Marketing Director

Salary: \$82,000-120,000

Position Summary: Responsible for overseeing marketing activities and proposal generation, including identifying project leads, developing contacts and maintaining systems and processes for lead management. Assists Marketing Director, CEO, COO, and Principals in selecting project pursuits, overseeing marketing materials, preparing formal proposals, and assisting with proposal presentations and interviews.

Major Duties & Responsibilities:

- Independently oversees marketing initiatives, collaborating with leadership, project managers, and outside firms that partners.
- Manages the creation of high-quality proposals for individual projects, coordinating written and graphic materials.
- Research project opportunities, aids in capture planning, and maintains accurate marketing pursuit records.
- Handles the firm's social media calendar, executing campaigns and maintaining an online presence.
- Communicates expectations and outcomes effectively within proposal teams, assisting with time management.
- Prepares presentations and marketing collateral for formal presentations and project interviews.

Marketing Team Management

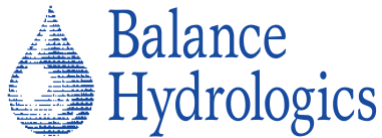
- Directs Marketing Specialist/Coordinator duties and priorities.

Marketing Annual Planning

- Assists with Annual Marketing Plan
- Implements Annual Marketing Plan (with guidance from leadership and assistance from Senior Staff and other interested individuals);

Business Development

- Coordinates staff attendance and tracks participation in regional and national conferences and business events. Assists staff in maintaining relationships with the local professional community.
- Manages company outreach, advertising, and community participation.
- Assists with scheduling and attending client visits with Balance staff.
- Coordinates conference sponsorships.
- Maintains industry knowledge by attending educational workshops or classes; reviewing related publications; establishing networks.
- Performs market research and analysis to assist in qualifying leads and evaluating potential clients.



- Reviews industry-related opportunities and routes appropriately; actively participates in go/no go decisions; maintains go/no go tracking system.
- Synchronizes and communicates with satellite offices on company-wide marketing initiatives.

Marketing Communications

The Marketing Manager writes and edits internal and external marketing communications such as news items, announcements, awards submissions, and press releases. Regularly provides editorial content to develop features for our website and social media such as LinkedIn and Instagram.

Marketing Materials

The Marketing Manager is responsible for marketing materials such as proposals, statements of qualification and proposal interview presentation materials. Responsibilities include routinely developing and updating materials such as staff résumés and project descriptions. This includes:

- Internal marketing databases
- Proposal support elements, such as:
 - Abstract Masterlist on SharePoint.
 - Firm profiles and expertise paragraphs.
 - Staff resumes and expertise descriptions.
 - Proposal presentation templates.

Proposal Management

- Responsible for creation, management and delivery of marketing deliverables.
- Co-Leads go/no go process with Principals. Develops response strategy and initiates kick-off meetings with proposal team.
- Regularly collaborates with technical staff to develop high quality responses to Requests for Proposals and Requests for Qualifications (RFPs & RFQs). Responsibilities include leading proposal kick-off meetings, establishing a strategy and timeline for RFP response, assembling proposal content, graphically designing submissions, maintaining the look and feel of the firm's materials, writing proposal sections, and editing text developed by technical staff. The marketing director will also brief, train, and rehearse the technical staff making presentations.
- Coordinate with subs and/or primes for submittals.
- Leads the development of interview presentation materials and coaches the presentation team.