



Marketing Assistant (Administrator)

In smaller firms, these duties may be performed by a Receptionist or Intern.

Responsibilities:

- Clerical for Marketing Department
- Binding
- Duplication
- Maintain resumes, boilerplate information, project descriptions, photographs, etc.
- Update social media information
- Might update Web site information

Skill Set:

- Proficient with word processing software
- Proficient with desktop publishing software
- Organizational skills, multi-tasking
- Detail oriented
- Knowledge of database concepts
- Good time-management skills
- Ability to work well with people

Education/Certification Requirements:

- May hold an associate's or bachelor's degree; no degree required

Career Path Options: Marketing Coordinator

Marketing Coordinator

In smaller firms, these duties may be performed by the Receptionist.

Responsibilities:

- Plan marketing activities
- Delegate and coordinate the work of other personnel
- Write resumes, boilerplate information, project descriptions, etc.
- Work with technical staff to develop proposal sections and scopes of work
- Update social media information
- Update Web site information
- Coordinate specialized consultants (photographers, PR, etc.)
- Plan and coordinate special events
- Research target markets
- Actively involved in professional and community organizations, including SMPS

Skill Set:

- Proficient with word processing software
- Proficient with desktop publishing software
- Organizational skills, multi-tasking
- Detail oriented
- Knowledge of database concepts
- Excellent time management skills
- Basic understanding of A/E/C industry terminology and procedures
- Working knowledge of marketing databases and proposal resources files
- Understanding of basic marketing principles

Education/Certification Requirements:

- Bachelor's degree with one to three years of experience recommended
- Without a degree, three to five years of relevant A/E/C experience required
- Recommended: Preparation to earn the Certified Professional Services Marketer (CPSM) certification

Career Path Options: Marketing Manager, Associate