

**Open Position:** Engineering Marketing Specialist (Building Envelope)

**Location:** Toronto, ON

**Hybrid:** Yes

**Engineering Link** is growing its team.

We are looking for an **Engineering Marketing Specialist** to join our Building Envelope team. This role is exciting, diverse, and rewarding.

**About Engineering Link:** Engineering Link is a leader in building envelope and structural engineering, specializing in sustainable design, restoration, and new construction projects. We work closely with our clients to develop innovative solutions that meet the highest standards in the industry. Join us as we continue to strengthen the built environment together.

**Position Overview:** We are seeking a proactive and detail-oriented Engineering Marketing Specialist to support our Building Envelope team. The ideal candidate knows how to work in a fast-paced environment, has experience managing marketing-related tasks, coordinate proposals, create marketing assets, and contribute to business development efforts, specifically in the Building Envelope Sector. This is a hybrid position, with a combination of Work from Home (WFH) and in-office days to be arranged based on team needs. You will ensure Engineering Link's visibility grows while maintaining consistency and high standards in all marketing deliverables for restoration, testing, and new construction projects, and provide marketing support to both our Toronto and Calgary offices.

#### **Key Responsibilities:**

##### 1. Marketing Asset Creation & Management:

- Develop marketing credentials packages, including project sheets, team CVs, and supporting documents.
- Maintain and update project sheets, ensuring consistency in formatting and content across all marketing materials.
- Add updated information to the company website, LinkedIn, and other platforms to ensure timely representation of ongoing projects and company news.
- Ensure a consistent look and feel across all marketing materials, including formatting documents for proposals and credentials packages.
- Provide comprehensive marketing support to both the Toronto and Calgary offices, with virtual support for the Calgary office.

##### 2. Proposal Coordination:

- Track and manage proposals, ensuring timely completion and submission.
- Use existing templates and resources to create tailored proposals that meet specific RFP requirements for restoration, testing, and new construction projects.
- Organize and send calendar invites for proposal scrums, deadlines, and team meetings.
- Set up project numbers, folders, and email management systems for new proposals.



3. Bid Platform Management:

- Manage proposals and submissions through industry bid platforms (e.g., Bids and Tenders, Merx, Biddingo, Ariba, Vendor PM, Vendor Café, etc.).

4. Project Tracking & Department Access:

- Manage the Project Tracking List and the Proposals in the Works List, ensuring they are kept up to date with real-time project status information.
- Ensure the department has access to live information on the status of restoration, testing, and new construction projects, enabling informed decision-making and efficient workflow management.

5. Proposal Support:

- Collaborate with engineers in proposal preparation and follow up on submitted proposals, liaising with engineers and project teams to ensure timely updates.

6. Understanding of Engineering Projects:

- Possess a good understanding of building envelope engineering and the phases of engineering and construction projects, from the proposal and bid stage to design, construction, contract administration, and testing.
- Tailor marketing content to suit the different phases and requirements of restoration, testing, and new construction projects.

7. Database & Contacts Management:

- Update and manage the company's contacts database, ensuring entries are accurate and up to date.

8. Willingness to Meet Deadlines:

- Willing to work extra hours (with compensation) to meet critical marketing deadlines and ensure the timely submission of materials.

**Qualifications:**

- Bachelor's degree or diploma in Marketing, Communications, or a related field.
- 2-3 years of experience in a marketing role, preferably within the engineering, construction, or architecture sectors.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint) and experience with SharePoint or similar project management tools.
- Strong experience with graphic design, formatting, and ensuring consistency in office standards across all materials.
- Familiarity with industry bid sites such as Bids and Tenders, Merx, Biddingo, Ariba, Vendor PM, and Vendor Café.
- Good understanding of building envelope engineering and the phases of engineering and construction projects, especially for restoration, testing, and new construction.
- Experience managing project tracking and proposal lists to ensure real-time access to project statuses.



- Strong organizational skills with the ability to manage multiple deadlines.
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team.
- Flexibility to work extra hours when needed to meet deadlines.

**What We Offer:**

- Competitive salary and benefits package.
- Opportunities for professional growth and development.
- A collaborative and dynamic work environment.
- Hybrid work schedule, with Work from Home (WFH) and in-office days arranged based on team and project needs.

**A resume is required when applying.**

**Send resumes directly to:**

Greg Herman  
Leader of People and Culture  
[Greg.h@englink.ca](mailto:Greg.h@englink.ca)

Applicants requiring accommodation at any stage in the recruitment process can contact Human Resources.

We thank you for your interest in our firm. Please note that only those candidates selected for the next step in the recruitment process will be contacted by Human Resources.