

**Junior Marketing Coordinator**

Engineering Link  
Toronto, ON

Engineering Link is looking to grow our team!

We are seeking a **Junior Marketing Coordinator** to support marketing and business development efforts through the coordination and production of proposals and marketing materials, while helping drive schedules, quality and consistency, partnering with technical teams to deliver polished, client-focused submissions and campaigns. This role blends coordination, content support, basic design, and hands-on marketing execution in a fast-paced, deadline-driven environment.

The **Junior Marketing Coordinator** is an integral member of the business development and marketing team, supporting the planning, coordination, and delivery of proposals, qualification packages, presentations, and marketing collateral. Working under the guidance of the Leader of Marketing and Business Development, you will collaborate with technical staff to bring organization, clarity, and consistency to submissions and marketing activities, ensuring responses are compliant, on-brand, and aligned with pursuit strategies. This junior role is designed for someone looking to develop their skills in proposal coordination, marketing, and communications, and is a perfect opportunity to build a career with a growing building envelope and structural engineering firm in downtown Toronto.

The ideal candidate is energetic, self-motivated, and enjoys working in professional fast-paced environment.

**What You'll Do**

- Support the full proposal lifecycle for assigned pursuits by assisting with opportunity tracking, document setup, coordination of inputs, and final production and delivery (digital and print).
- Help develop and maintain proposal schedules, action lists, and basic compliance checklists to keep contributors informed of requirements and deadlines.
- Assist in organizing and documenting kick-off meetings, content check-ins, and review sessions, ensuring notes, action items, and templates are up to date and shared.
- Coordinate, proofread, and format technical inputs into clear client-ready content, working with senior team members to refine messaging and ensure alignment with RFQ/RFP requirements.
- Ensure submissions follow client instructions by checking forms, attachments, and basic formatting against RFQ/RFP requirements.

- Support the preparation of qualification packages, including resumes, project sheets, and boilerplate content, and assist with the assembly of engaging PowerPoint presentations for proposals, shortlists, and client meetings.
- Assist with social media content creation and scheduling, drafting posts and simple graphics that highlight firm expertise, projects, and team culture in line with brand guidelines.
- Support graphic design and layout tasks using tools such as Microsoft Office, Adobe InDesign, or Canva to produce visually consistent, on-brand documents and marketing assets.
- Maintain and update proposal, resume, and project libraries, as well as support the organization of marketing files, templates, and brand assets.
- Provide planning and coordination support for shortlist interviews, conferences, and marketing events, including preparation of materials, presentations, and simple promotional collateral.
- Contribute ideas to improve templates, processes, and tools, and support senior team members on special marketing projects as assigned.

### **Key Skills**

#### **Core Marketing & Proposal Skills**

- Proposal coordination and lifecycle support.
- RFP compliance and submission formatting.
- Qualification package development (resumes, project sheets, boilerplate).
- Marketing collateral development.
- Presentation and PowerPoint creation (client-facing/shortlist).
- Opportunity tracking and pursuit support.

#### **Communication & Content**

- Technical writing and editing.
- Proofreading and content formatting.
- Clear, client-focused messaging.
- Social media content creation and scheduling.
- Brand consistency and voice alignment.

#### **Organization & Coordination**

- Project coordination and deadline management.
- Proposal scheduling and action tracking.
- Meeting coordination and documentation (kick-offs, reviews).

- Multi-tasking across concurrent deadlines.
- File, template and content library management.

### **Design & Tools**

- Microsoft Office (Word, PowerPoint, Excel).
- Adobe InDesign (asset).
- Adobe Illustrator and Photoshop (asset).
- Canva (asset).
- Document layout and visual formatting.

### **Marketing & Systems**

- CRM systems (e.g., Deltek Vantagepoint).
- Digital marketing platforms (LinkedIn, Hootsuite).
- Marketing event coordination.
- Data and content organization.

### **Professional Skills**

- Strong attention to detail.
- Time management and prioritization.
- Process-driven and structured thinking.
- Collaboration with technical teams.
- Adaptability and willingness to learn.
- Positive, team-oriented mindset.

### **Qualifications and Experience**

- Post-secondary education in Marketing, Communications, Business, English, Journalism, Technical Writing, or a related discipline (equivalent experience will be considered).
- 1–3 years of experience in marketing, communications, or coordination roles (co-op/internship experience considered an asset).
- Strong written communication skills with a high level of attention to detail, grammar, and formatting consistency.
- Proven organizational and time-management skills, with the ability to manage multiple deadlines simultaneously.

- Ability to follow established processes, work with templates, and take direction while developing independence.
- Proficiency in Microsoft Word, PowerPoint, and Excel.

**What will give you an advantage?**

- Experience in consulting engineering, AEC, or professional services environments.
- Familiarity with Adobe InDesign, Illustrator, Photoshop, or Canva.
- Interest in or exposure to RFP processes (public and private sector).
- Experience with digital marketing platforms (e.g., LinkedIn, Hootsuite).
- Experience with CRM systems (e.g., Deltek Vantagepoint).
- Collaborative mindset with a willingness to learn and contribute to team success.

**A resume is required when applying.**

Engineering Link is committed to promoting diversity and employment equity.

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.