

A Senior Proposal Specialist leads the end-to-end coordination of complex proposals and marketing materials, driving schedule, quality, and strategy while partnering with technical teams to produce polished, winning submissions. The role blends project management, content development, design sensibility, and marketing execution in a fast-paced, deadline-driven environment.

### **About the role**

The **Senior Proposal Specialist** is a key member of the business development and marketing team, responsible for planning, coordinating, and delivering compelling proposals, qualification packages, presentations, and marketing collateral. Reporting to the Leader of Marketing and Business Development, you collaborate closely with technical leaders, bringing structure, clarity, and consistency to every submission and marketing campaign, ensuring responses are compliant, on-brand, and strategically positioned to win.

### **What you'll do**

- Lead the full proposal lifecycle for assigned pursuits, from opportunity search, review, and go/no-go input through to final production and delivery (digital and print).
- Develop and manage detailed proposal schedules, action plans, and compliance matrices to keep teams aligned and accountable to milestones.
- Facilitate efficient kick-off meetings, content check-ins, and review sessions, driving clarity on strategy, win themes, and key differentiators.
- Coordinate, edit, and synthesize technical inputs into clear, client-focused narratives that directly address RFP requirements.
- Develop qualification packages, including tailored resumes, project sheets, and boilerplate content, alongside creating engaging PowerPoint presentations for proposals, shortlists, and client pitches.
- Manage graphic design tasks using tools like Adobe Creative Suite to elevate proposals, marketing materials, and digital assets with professional visuals and layouts.
- Ensure strict compliance with submission instructions, including forms, certifications, appendices, and formatting standards.
- Oversee proposal layout using Microsoft Office, Adobe InDesign, and PowerPoint to produce visually cohesive, on-brand documents.

- Support shortlists by developing and refining presentation materials, speaker notes, and promotional graphics in collaboration with pursuit teams.
- Track active pursuits, maintain proposal and marketing libraries, and contribute ideas to continuously improve tools, templates, and processes.
- Mentor junior coordinators and serve as a point person for best practices in proposal coordination, marketing, and quality control.

### **What you bring**

- Post-secondary education in Marketing, Communications, Business, English, Journalism, Technical Writing, or a related discipline (or equivalent experience).
- 5+ years of progressive experience in proposal coordination, marketing, or similar roles, ideally within consulting engineering, AEC, or professional services.
- Exceptional written communication skills, with a keen eye for detail, structure, and consistency in grammar, style, and tone.
- Strong organizational and time-management skills, with demonstrated ability to manage multiple concurrent deadlines without sacrificing quality.
- Comfortable facilitating meetings, guiding busy technical contributors, and diplomatically holding teams accountable to timelines.
- High level of proficiency in Microsoft Word, PowerPoint, and Excel; advanced skills in Adobe InDesign, Illustrator, or Photoshop for graphic design and layout.
- Familiarity with public- and private-sector RFP processes and marketing platforms (e.g., Hootsuite, LinkedIn); experience with buildings, infrastructure, or AEC pursuits is considered an advantage.
- Familiarity with Deltek VantagePoint for CRM, opportunity tracking, and resource management is a strong advantage.
- Collaborative, low-ego mindset, with a genuine interest in learning the business and contributing to a positive, high-performing team culture.

### **Nice-to-have experience**

- Background in AEC, engineering, architecture, or construction, with an understanding of how multi-disciplinary project teams deliver work.

- Exposure to CRM systems like Deltek VantagePoint, basic market or client research, and digital marketing analytics to support pursuit strategy.
- Proven visual storytelling skills, including graphic design, data visualization, social media campaigns, or multimedia content creation to elevate firm impact.

**Why this role matters**

This role sits at the intersection of strategy, storytelling, marketing, and delivery, directly influencing win rates, brand visibility, and revenue growth for the firm. As Senior Proposal Specialist, you help transform technical expertise into clear, persuasive narratives and dynamic marketing assets that resonate with clients and help secure projects that shape the built environment.