

# POSITION DESCRIPTION

## Marketing Coordinator

---

2021



## POSITION SPECIFICATION

---

<b>Position</b>	Marketing Coordinator
<b>Organization</b>	KFI Engineers (KFI)
<b>Location</b>	St. Paul, MN
<b>Reporting Relationship</b>	Director of Marketing and Business Development
<b>Website</b>	<a href="http://www.kfiengineers.com/">http://www.kfiengineers.com/</a>

## COMPANY BACKGROUND

---

KFI is a recognized industry leader in process and facility infrastructure design and performance. We serve clients in the United States, Canada and Central America and have capabilities not commonly found in traditional engineering firms, including our commissioning work and our ability to drive projects of all sizes.

KFI was established in 1996 to make a difference in the way infrastructure and processing projects are delivered. We employ a highly trained staff of engineers, technicians and managers who execute projects with the same care and creativity we would expect if we were the client. We are located in Minnesota, Wisconsin, Iowa, Arizona, Ohio, and North Dakota with a team of 170 professionals.

## POSITION OVERVIEW

---

The Marketing Coordinator plays a key role in the successful execution of proposals and marketing efforts. Reporting to the Director of Marketing and Business Development, this individual will be an integral part of the execution of sales and marketing plans ranging from business development efforts to market awareness.

## TYPICAL RESPONSIBILITIES

---

Specific responsibilities will include, but not be limited to, the following:

- Supports business development activities.
- Coordinate all aspects of written proposal development, including compiling technical and non-technical data, editing, printing, assembly and submittal of proposal across all six KFI offices.
- Communicate and build internal and external relationships to ensure proposal strategy and input is accurate, persuasive and timely.
- Gather, and write information for project sheets and resumes, compile and format.
- Manage project sheet information and enter into the KFI database.
- Maintain the project experience and resume databases with consistent formatting and writing style.
- Distribute resumes/project sheets to industry partners – make sure content is relevant and consistent with the opportunity.
- Coordinate, schedule, and maintain project photos.
- Assist with website and social media updates, automation, and analytics.
- Contribute to the development and day-to-day implementation of corporate marketing standards.
- Ensure that corporate identity and brand guidelines are followed across all offices.

- Support the planning and execution of industry conferences and trade shows, including scheduling, resource planning and other event logistics.
- Assist in special events corporate-wide.
- Assist in the preparation of interview/presentations and handout materials as required.
- Continuously expand and update professional knowledge and skills in order to enhance individual and team innovation and productivity.
- Perform other corporate marketing duties and responsibilities as they arise.

## **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED**

---

- Minimum of three years related experience, preferably within the Engineering/Architecture/Construction industry.
- Passion and a creative spirit, with attention to detail and design capabilities.
- Excellent verbal and written communication skills and ability to assist with marketing and technical copy.
- Strong organizational skills with the proficiency to manage multiple tasks and deadlines.
- Serve as a brand ambassador by maintaining consistent communication across all six offices through both voice and print.
- Knowledge and proficiency in database, word processing, spreadsheet and graphics/publishing/presentation software: Microsoft Office, Adobe Creative Suite, CRM/Deltek Vision.
- Graphics capabilities to include concept design, layout, text formatting, image formatting, and knowledge of graphics software (i.e. InDesign, Photoshop).

## **LEADERSHIP CHARACTERISTICS**

---

### **Understanding the Business**

- Knows the business and the mission-critical technical and functional skills needed to do the job; understands the “KFI way” – our Mission, Vision and processes. Learns new methods and technologies easily.

### **Getting Organized**

- Is well organized and resourceful; effective and efficient at marshalling multiple resources to get things done; lays out tasks in sufficient detail to mark the trail; is able to get things done with less and in less time; can work on multiple tasks at once without losing track; foresees and plans around obstacles.

### **Focusing on Action and Outcomes**

- Attacks everything with drive and energy with an eye on the bottom line; not afraid to initiate action before all the facts are known; drives to finish everything he/she starts.

### **Focusing on the Customer**

- Identifies and anticipates customer requirements, expectations, and needs. Creates systems and processes that make it easy for customers to do business with the company. Ensures that customer issues are resolved.

**Communicating Effectively**

- Writes and presents effectively; adjusts to fit the audience and the message; strongly gets a message across.

**Builds Relationships**

- Treats people with respect; relates well to people regardless of their organization level, personality, or background. Encourages others to express their views, even those contrary to current thinking.

**Displays Business Acumen**

- Exhibits the capability of quickly grasping business situations, and dealing with them in a manner that acknowledges the risks and capitalizes on the opportunities. Is able to think about the longer-term implications of a decision while at the same time managing the execution of short-term deliverables.

**EDUCATION**

---

Bachelors' degree in Marketing or Communications, or a related field is required.

**COMPENSATION**

---

Recognizing the importance of this position to KFI, a competitive hourly wage and benefits package will be offered. Note that this position is non-exempt, and eligible for overtime pay.

**KFI ENGINEERS CONTACT**

---

**651-771-0880**  
670 County Road B West  
Roseville, MN 55113  
[careers@kfi-eng.com](mailto:careers@kfi-eng.com)