

**July 15, 2024**

## **Proposal/Marketing Specialist**

### **Who We Are: An Award-Winning Team**

[AVANTech](#) is a leading provider of innovative water processing systems tailored to a variety of markets including government, commercial, industrial and international. Our cutting-edge solutions ensure efficient and sustainable water management for various industrial applications, ranging from design and manufacturing to production.

### **Who You Are:**

AVANTech is seeking a **Proposal/Marketing Specialist** to fill a crucial role in supporting the development and execution of proposals and marketing efforts enabling the growth and success of the company. This individual will be responsible for supporting the crafting of compelling proposals and marketing collateral that effectively communicate the value proposition of our products/services to clients and prospects. This position will report to the Senior Marketing/Proposal Manager.

### **A Day in the Life:**

#### **1. Proposal Development:**

- Support the development of high-quality proposals in response to Requests for Proposals (RFPs), Requests for Information (RFIs), and other client inquiries.
- Collaborate with cross-functional teams including sales, engineering, and operations to gather necessary information and insights for proposal content.
- Write, edit, and format proposal content to ensure clarity, coherence, and alignment with client requirements.
- Manage proposal timelines, ensuring deadlines are met and submissions are of the highest quality.

#### **2. Trade Show/Conference Coordination:**

- Register for booth spaces and conference attendees for 20-30 conferences per year.
- Ship booths and giveaway materials to conferences per specific instructions for each conference; maintain inventory of marketing giveaways.
- Support the development of any special display materials including conference-specific papers, posters, and presentations.
- Complete conference hotel reservations for attendees and other travel arrangements as may be required.

#### **3. Marketing Collateral Creation:**

- Support the development and maintenance of marketing materials such as brochures, presentations, case studies, white papers, website content, and social media presence.
- Work closely with the team to ensure consistency of messaging and branding.

- Tailor marketing materials to target specific customer segments and industries, highlighting relevant features and benefits.
- Continuously update and refine marketing content based on feedback, market trends, and competitive analysis.

**4. Market Research and Analysis:**

- Conduct research on industry trends, competitor activities, and customer needs to inform proposal and marketing strategies.
- Analyze data and metrics to measure the effectiveness of marketing campaigns and adjust strategies as needed.
- Identify new opportunities for business development and growth based on market insights and customer feedback.

**5. Proposal and Marketing Strategy:**

- Collaborate with sales and business development teams to identify target clients and develop targeted marketing campaigns.
- Assist in the development and implementation of overall marketing strategies to enhance brand awareness and drive lead generation.

**What Will Set You Up for Success:**

- Bachelor's degree in marketing, business administration, communications, or related field.
- Proven experience in proposal writing, marketing, or related field.
- Excellent written and verbal communication skills, with the ability to effectively convey complex information in a clear and concise manner.
- Strong project management skills, with the ability to prioritize tasks, manage deadlines, and work effectively under pressure.
- Proficiency in Microsoft Office suite (Word, PowerPoint, Excel) and experience with proposal management software/tools is preferred.
- Knowledge of marketing principles and techniques, including market research, segmentation, positioning, and branding.
- Ability to work independently as well as part of a team, with a collaborative and proactive approach to problem-solving.
- **Candidate must be able to pass drug test, pre-employment physical, and possible background investigation.**

**Benefits:**

- Medical, dental, vision, disability, and life insurance with employer contributions
- 401(k) savings plan with employer match
- Generous paid time off and holidays

To apply, send resume, cover letter, and salary history to: [swilson@avantechllc.com](mailto:swilson@avantechllc.com)

**AVANTech is an Affirmative Action/Equal Opportunity Employer**