

CAREERS

Proposal Writer

Serving as a leader and strategic advisor throughout the pursuit lifecycle, the Proposal Writer is the central point of contact in managing the end-to-end proposal process by evaluating requirements, organizing strategy meetings, developing timelines and accountabilities, observing deadlines, undertaking gap analyses and developing strategies to overcome them, writing and tailoring content, ensuring mandatory requirements are met and confirming the final submission meets or exceeds JEN COL's quality and brand standards.

Qualifications

- Deadline-, detail- and brand-obsessed
- Strong understanding of the business development and proposal/pursuit process
- Outstanding written, verbal and visual communication skills
- Strong project management, organizational and time management skills
- Sharp editorial skills to ensure all content is well-written, persuasive and technically accurate
- Able to create clear pursuit timelines and communicate early and often with other team members
- Strategic and audience-focused with a flair for the creative
- Proven ability to develop compelling content strategies and graphic design strategies to translate a vision into a persuasive proposal layout and package
- Track record of collaborating with team members to establish winning strategies for each response
- A high level of proficiency in Microsoft Office including Word, Excel and PowerPoint as well as Adobe Creative Suite (InDesign is a must, Photoshop and Illustrator are assets)
- Have (or can quickly develop) a working knowledge of the construction industry

Education & Experience

- Minimum of 5-7 years' experience successfully creating proposals targeted at diverse audiences and winning new business
- Post-secondary degree or diploma in Communication, Marketing, Journalism, Commerce or other related field

Functional Responsibilities

- Plan, organize and direct all elements of an RFP response
- Develop proposal schedules, work-back plans, assignment matrices and review sessions
- Coordinate development of content and other necessary materials from both internal staff and external proposal partners as necessary
- Monitor progress of each proposal tracking tasks against the established schedule to ensure all deadlines—internal and external—are being met
- Identify/escalate issues that may impact the proposal's schedule or quality
- Work with diverse subject matter experts to craft compelling, winning responses to RFP opportunities, composed to resonate with different audiences
- Develop compelling messages through words and imagery that convey JEN COL's strengths and differentiators
- Conduct research to identify market trends, growth areas and competitor activities to advise how best to strategically position JEN COL
- Ensure proposals are brand compliant, properly formatted and delivered through the appropriate channel(s)—on time
- Responsible for overall quality and accuracy of each proposal submission
- Complete win/loss debriefs on proposals to identify best practices and tailor future responses
- Participate in development and maintenance of proposal content library
- Assist with development of other marketing materials and marketing activities as required

Working Conditions

- Office atmosphere
- Manual dexterity required to operate computer and peripherals
- Driving of a company vehicle on occasion
- Occasional day travel
- Occasional attendance at networking events