



**Job Description: Senior Marketing Specialist**

**Location: Denver or Boulder, Colorado**

**About Iconergy**

Iconergy is a growing design-build retrofit and energy engineering firm headquartered in Denver, Colorado. We are a team of experienced energy engineers, design-build professionals, and problem solvers who come together to enhance the efficiency sustainability of the built environment. The Senior Marketing Specialist is vital to our ability to procure new projects and establish new clients.

We deliver value to our customers by integrating specialized technical knowledge with outstanding program and project management and delivery. We strive to see the world through our customers' eyes so that we can advance their agenda in all phases of design, and construction, and facility ownership and operation.

Iconergy's sales team initiates sales for a diverse portfolio of exciting projects, located mainly in Colorado and adjacent states. Our projects include public, nonprofit, and private sector clients. Specific markets served including cities, counties, school districts, special districts, colleges and universities, state agencies, laboratories, health care, manufacturing, commercial properties, public housing and others. Our work includes complex and specialized systems that will serve their communities for decades.

**Position Summary**

Iconergy is seeking an enthusiastic Senior Marketing Specialist with a passion for both sustainability and marketing. The goal of the position is to facilitate the team's proposal and marketing activities to maximize their performance and extend the solid and long-lasting customer relationships and market presence that Iconergy already enjoys.

The ideal candidate will be empowered to have a vision for elevating current marketing collateral and implement those ideas with little to no supervision. This person should be well-organized and an experienced sales and marketing professional with an extreme attention to detail and good communication skills, oral and written.

The successful candidate will become the point of reference for colleagues and customers alike, by providing leadership, information, feedback, and a presence in Iconergy's client communications be they virtual, in person, phone, or written.

You will use your professional experience, skills, emotional intelligence, and critical thinking to create and distribute marketing content for our proposals, marketing collateral, online presence, and more. These communications will convey Iconergy's experience and commitment to sustainability and improving the built environment and therefore it is critical that the candidate be knowledgeable and able to communicate sustainable solutions.

The position is currently remote with the expectation that you will transition to being in the office or out in the field (at meetings, conferences, etc.) when public health protocols allow it. This position can be based out of either our Boulder, CO or Denver, CO, office.

You will work on these types of tasks:

- Manage the development of website, social media (mainly LinkedIn), and online content.
- At several points during the year, be a representative of Iconergy at regional and local trade events as well as other functions when appropriate.
- Develop content for proposals, qualification packages, and other marketing materials that demonstrate our services, staff, and experience.
- Design new and update existing marketing collateral using Microsoft and Adobe products.
- Communicate directly with clients, business partners and others when carrying out assignments.

- Leadership on monitoring the team's progress, identify shortcomings and propose improvements.
- Attend a pre-bid or site meeting to support the collection of data and project information needed for a proposal response.
- Refine the company's CRM and assist in optimizing its use and operation so that both future and past company projects are easily sorted and retrievable.
- Maintain and create new company-wide Branding Guidelines.
- Ability to create annual marketing budget and provide return on investment and cost-benefit analysis for new endeavors.
- Conduct follow up sales and marketing informational calls to prospective clients, trade organizations or partners.
- Maintain and manage sales and marketing data files.
- Ensure adherence to laws and policies.
- Oversee the research and dissemination of solicitations that identify business opportunities.
- Provide quality control on proposals and other materials, including proofreading, editing, updating templates, and transmission/delivery.
- Support company sales initiatives in managing schedules and events, important documents, and communicating relevant information.
- Support our sales and technical staff with the preparation, strategy, capture planning, production, and submission of speaking engagements, presentations, and proposals.
- Support sales staff as they identify, develop, and maintain strong relationships with peers throughout the architecture, engineering and construction industry to create relevant project opportunities that supplement Iconergy's existing industry relationships.
- Provide mentorship to Sales Coordinator/s and participate in training new employees.

This role will require you to adjust your communication style to effectively interface with a wide range of Iconergy staff, customers, and partners.

You will work with a team that encourages and supports you to:

- Work independently yet also in partnership with multiple sales staff.
- Take pride in the work that you do.
- Think critically about different approaches and implement the ones that are most appropriate for the situation, including creating new ones when necessary.
- Practice and refine your client interface skills on a daily basis.
- Share your enthusiasm for our work with the people around you!

Depending on your existing experience and strengths, you may have the opportunity to immediately or eventually grow into these aspects of the business:

- Direct responsibility for parts of a marketing program on your own and, if successful, an entire marketing program.
- Represent Iconergy at speaking and exhibiting events such as conferences, workshops and trade events.

**The successful candidate's background will look something like this:**

**Requirements:**

- Bachelor's Degree or potentially Associate's Degree with relevant marketing/sales work experience.
- 5+ years of proven experience working with sales teams providing proposal coordination, proposal development, and general marketing support.
- Proficiency with the full suite of Microsoft Office software and Adobe InDesign are required.
- Current or desired proficiency with Adobe Photoshop is required.
- Demonstrated experience in creating, enhancing and maintaining written, graphical, and other visual content.
- Well-organized, fervent attention to detail and a self-starter.
- Demonstrated excellence in communication (written and oral) in English.

**Preferred:**

- Understanding of sustainable solutions in the built environment.
- Experience with Wordpress and other Adobe Suite products is a plus.
- Experience in commercial and industrial architectural, construction, sustainability, and/or facility management industry throughout the Rocky Mountain region may be considered a plus.
- Direct experience in managing the creation and implementation of sales or marketing programs may be considered a plus.

The ideal candidate will also fulfill the following:

- Pass NCIC background check (required).
- Pass an initial drug test and subsequent random drug tests (required).
- Hold a valid driver's license and, though not often used for work purposes, provide your own mode of transportation (required).

This position will require you to frequently stand; walk; and reach with arms and/or hands. Specific vision abilities include close vision, distance vision, depth perception and the ability to adjust focus. While performing the duties of this job, you will be regularly required to sit for long periods of time; talk or hear; perform fine motor, hand and finger skills in the use of a keyboard, telephone, or writing. You will also be required to lift up to 50 pounds on a periodic basis.

We value teammates who are committed to the Iconergy team and adaptable to potential shifts in the specifics of their role. Our positions are similar to those at other growing firms: they are functions of the marketplace and, therefore, dynamic. We have described the position as it is forecasted from today through the next twelve months; however, we are constantly evolving our services and also addressing client requests that may change the job description in a number of ways over time.

**Benefits**

- Health (HSA qualifying option, FSA option), Vision, And Dental Insurance Plans
- Flexible Savings Account
- Company Paid Short-And Long-Term Disability
- Paid Time Off (Personal and Holidays)
- 401k With Company Match
- License/Certification Reimbursements
- RTD pass and mileage reimbursement

- Gym Membership Stipend
- Cell Phone Stipend
- Performance Incentives

To apply please visit [www.IconergyCO.com](http://www.IconergyCO.com) or click the following link:

<https://iconergy.bamboohr.com/jobs/view.php?id=57&source=aWQ9Nw%3D%3D>

**You will be asked to submit a resume and cover letter to help us understand why you are the right fit for our team. Tell a story, highlight your most applicable skills, do whatever you think will capture the essence of what you will bring to the table. Examples of content created by you is highly encouraged.**

*Iconergy is an equal opportunity employer, and we value diversity. We encourage applications from all demographics and especially those that are traditionally under-represented in engineering and construction.*