

Reports To: Marketing Manager
Department: Marketing

SUMMARY

Proposal Writer will manage the proposal development process and work with TSP's managing principals. This position will oversee the creation of all proposals and Strategic Approach documents. In this capacity, the Proposal Writer will work closely with Operations, IT, HR, and Finance to create highly effective sales proposals following corporate guidelines, templates, and best practices, as defined by the Marketing Manager.

ESSENTIAL FUNCTIONS

- Translate complex ideas and concepts into clear, concise, value-laden, and reader-friendly copy while balancing the needs and business objectives of the audience
- Able to work closely with sales, research, and graphics teams to translate concepts into effective, compelling graphical ideas and illustrations in proposals to clearly communicate the value of TSP services
- Project manage the proposal development process, ensuring all proposal components are received by contributing parties in a timely manner, created along corporate guidelines, oversee maximum marketing effectiveness, and go through a comprehensive quality control process prior to submission
- Form cross functional teams and consult with internal subject matter experts to obtain input and buy-in regarding all proposals.
- Create effective and impactful proposals that assist TSP in gaining new projects.
- Lead content development and function as a senior copywriter for the organization.
- Strategize with research, consultants and sales executives to create well-focused messaging that sells the value of TSP.
- Understand TSP's Target Audience in new and existing client segments to effectively communicate the value of TSP.
- Consistently and accurately adhere to corporate branding

KNOWLEDGE, SKILLS AND ABILITIES

To perform the essential functions of this position successfully, an individual should demonstrate the following competencies:

- Architecture, Engineering and Planning Industry experience preferred.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Creative and flexible, while detail and deadline-oriented
- Strong verbal and visual communication skills
- Knowledge of alternative ways to inform and entertain via written and visual media.
- Works well individually as well as on a team.

QUALIFICATIONS

- A minimum of 3-5 years in progressively responsible professional experience in communications.
- Bachelor's degree in Marketing, Journalism, English or related field

WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

This position operates in an office environment, regularly working in indoor conditions and on a computer. The noise level is usually moderate. While performing the duties of this job, the employee is regularly required to sit, interact collaboratively with the team and stakeholders and communicate via phone. The employee is occasionally required to stand and walk must occasionally lift and/or move up to 20 pounds. Travel occasionally.

