

Marketing Coordinator

Position Report to: Director of Business Development

Start Date: Immediate

Our Organization –

Exit Design, an experiential graphic design studio and J2, a branding and graphic design agency are located in a pretty cool office space in sunny Northern Liberties, Philadelphia. Our two “sister studios” share operations, marketing staff and a family-like culture with strong work ethic and values.

Exit Design is an environmental graphic design and planning firm that designs connections between people, information and environments. Exit helps complex organizations advance their missions by creating communication in the built environment that facilitates ease of navigation and promotes place-based branding. With a deep understanding of how people experience places, our creative multidisciplinary team is passionate for strategically creating transformative experiences. For more information about Exit Design, please [click here](#).

J2 is a Branding and Communications agency composed of ambitious researchers, strategists, designers and makers who build brands and experiences for organizations with purpose. Our approach is rooted in research and strategy then executed through engaging messaging, visual identity, campaigns, and websites – all driven by a deep respect for our clients’ missions and values. For more information about J2, please [click here](#).

The Opportunity–

As a key member of the Marketing and Business Development team at Exit and J2, the Marketing Coordinator will be responsible for business development research and opportunity researching, development of studio qualifications, creation and management of proposal submissions and interview support materials, This person will support the marketing team with the creation and maintenance of collateral, website management and digital assets.

What You Will Accomplish –

- Conduct research, track and report on upcoming projects and solicitations
- Tracking opportunity status, using CRM (Copper) and coordinating debriefings
- Support the Marketing Manager with research of target markets and clients as directed
- Read and interpret RFP’s from clients, and create a response that meets all requirements
- Researching project background and decision-makers

- Research, write, design, develop, edit, and proofread proposals
- Work with studio leadership to strategize proposal content (scope, fee, case studies, references, work samples)
- Meet strict deadlines by establishing priorities and tracking target dates
- Send proposals and follow-up on open opportunities
- Assisting in preparing interview presentations for development of key messages and win themes, and ensuring technical accuracy and consistency
- Coordinating with team members, outside consultants, and other stakeholders to identify and collect information needed and define key differentiators for assigned projects
- Support scheduling of internal and external business development and marketing meetings.
- Support outbound email marketing efforts, as part of a collaborative team
- Assist with organization and maintenance of digital marketing assets

Who Should Apply –

- You have a minimum of 1 year work experience
- You have a strong work ethic with the ability to accomplish tasks efficiently and accurately
- You have excellent written and verbal communication skills
- You develop relationships and earn the trust of clients, partners and colleagues
- You are a self-starter who can work independently while also collaborating across teams to move the work forward
- You have the ability to manage multiple marketing efforts simultaneously with excellent organizational skills and attention to detail
- You are proficient in Google Suite, Microsoft Office and Adobe Creative Suites (InDesign)
- You have graphic design experience (preferred, but not required)
- You have experience with copy editing and writing (preferred, but not required)
- You understand the design and creative services industry (preferred, but not required)

How to Apply –

We'd love to hear about your passion and share ours with you! Please apply [HERE](#). If you have any questions, reach out to hr@exploreexit.com.

Exit Design + J2 strive to create a welcoming environment where everyone is treated with respect and dignity. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. We encourage you to apply, even if you don't meet every one of our qualifications listed.