



Y2 CONSULTANTS



MARKETING COORDINATOR

JOB SUMMARY

The Marketing Coordinator supports a full range of marketing initiatives, including business development, proposal management, and all forms of print and electronic media. This position ensures that content is high-quality, fulfills client objectives, and reflects Y2 Consultants/Western Research and Development (Y2/WRD) brand standards. This position is based in Jackson, WY, or Cheyenne, WY.

MAJOR TASKS, DUTIES, AND RESPONSIBILITIES

Essential Duties:

1. PROPOSAL MANAGEMENT

- a. Write and oversee proposals, editing/formatting, compiling, submitting, etc.
- b. Ensure proposals meet all specifications and deadlines; facilitate task assignment
- c. Assist in the RFP vetting process, working with Senior Staff as appropriate
- d. Build and maintain a resource/technical library for typical proposal responses
- e. Update staff resumes and statement of qualifications
- f. Maintain current registration in State and Federal government portals/systems
- g. Work with Senior Staff to create strong responses which help position Y2/WRD as an industry leader

2. BUSINESS DEVELOPMENT

- a. Create, maintain, and update all promotional collateral for Y2/WRD, including print and electronic media (brochures, advertisements, email marketing, etc.)
- b. Coordinate strategic marketing/public outreach efforts such as trade shows or similar opportunities
- c. Regularly review RFP/bid sources and identify new project leads
- d. Manage website content and updates
- e. Manage social media content and posts (e.g. Facebook, LinkedIn, etc.)

Required Skills & Qualifications:

- Degree in marketing or related field
- 1-2+ years of relevant experience
- Fluency with Microsoft Office
- Organization and time management
- Creative and technical writing
- Attention to detail
- Ability to coordinate and collaborate
- Familiarity with WordPress

BENEFITS

This position is a full-time, benefited position. Benefits include vision, dental, and medical insurance; 401(k) plan; paid time off; life insurance; and short-and long-term disability insurance.

TO APPLY

Email cover letter and resume to jobs@y2consultants.com with the job title in the subject line. Incomplete applications will not be considered.