

Why Join SMS Engineering?

We have a saying that people come for the projects and stay because of the people. It's why the brightest join our team – it's an exciting, and supportive, place to work.

We are a fast-paced business, which provides variety and challenging work offering the opportunity to expand your knowledge base and explore what really makes you tick.

Our collaborative environment will nurture your creativity while nudging you to expand your role within our firm.

Our ownership group is active in our daily operations and promotes an open-door policy of idea sharing and continuous process improvement. This access to all levels of our organization provides opportunity for career progression and to make an impact across all levels of our organization.

Our multi-disciplinary team has grown and branched out throughout the decades because we encourage our employees to develop in their careers and help them to achieve their goals.

We collaborate with other leading providers in our industry, sharing innovative ideas and achieving lofty goals.

About SMS Engineering

SMS Engineering is a privately-owned consulting engineering firm headquartered in Winnipeg providing pre-development and planning to design and contract administration of projects to local and national clients. Our engineering specialist team delivers award winning innovative solutions to built environments.

We pride ourselves in providing outstanding designs to our clients, and we value our employees. Our workplace embraces a culture in which we never stop learning, which enables our team to develop and thrive throughout their careers. We look for people who are masterful, rigorous, collaborative, caring and accountable. Our team is open-minded and made up of people who value excellence, ingenuity, and accountability.

Are you our next Senior Marketing & Communications Specialist?

At SMS Engineering, we deliver ingenious solutions and total peace of mind. These are powerful words, and we can only deliver on this promise by employing the very best people. We have **developed a strong brand** personality, foundation, and identity. We are looking for a **Senior Marketing & Communications Specialist** who **resonates with our corporate culture** and has worked in a professional services or consulting environment.

In this role, you will communicate and highlight the depth of experience, expertise, and creativity of SMS Engineering both **internally and externally**. Our existing brand and our culture are extremely important to our success and continued growth. You will work closely with our Principals, Proposal Leaders, Project Managers, Human Resources, and our external partner LeapZone Strategies (<https://leapzonestrategies.com/>) to **create, assemble, communicate, and maintain marketing material** which conveys our brand.

The role is a fit for someone who can quickly learn our business, and work with the unique brand identity guidelines that SMS Engineering has developed. An ideal candidate will have an entrepreneurial spirit, takes initiative, and is ownership minded in their approach to task completion from start to finish.

In this role you are expected to:

- Provide guidance, recommendations, and content for all marketing and business development activities required to successfully achieve our strategic objectives.
- Work across our service sectors to understand the key trends and drivers for growth.
- Work with our existing brand personality, foundation, and corporate identity in consultation with the Ownership group and external leadership from our branding partner (LeapZone Strategies).
- In alignment with our company objectives, coordinate and deliver effective marketing and communications efforts:
 - Develop, coordinate, create and publish all social media and website campaigns and updates in keeping with our brand.
 - Prepare thoughtful, highly impactful, and engaging business development and promotional materials which highlight our depth of experience, expertise, and creativity.
 - Create presentation material for conferences, awards submissions, and internal office marketing campaigns.
 - Prepare online and print marketing campaigns.
- Maintain effective internal communications to ensure that all relevant company functions are communicated, and all staff kept informed of marketing objectives.
- Maintain a record of sponsorship activities and advise on relevance.

- Collaborate with Proposal Leads to advise and assist with key large proposals (including content strategy, language, and position) for a variety of services and business sectors. This also includes developing a range of marketing information for inclusion in proposals.
- Maintain staff information (resumes/bios/profiles) and corporate project information (project datasheets) for current and completed projects.

The anticipated salary range for this position is \$70,000-80,000 but will be dependent on the successful candidate's qualifications.

What You Bring:

- Demonstrated proficiency with social media tools (Instagram, Facebook, and LinkedIn) is required.
- Experience using design software such as the Adobe Suite and Canva is considered an asset.
- Proven experience developing responses to detailed requests for proposals (RFPs).
- Detail-oriented and organized approach to compiling information and creating content.
- Excellent written and verbal communication with an aptitude for creative execution in presenting qualitative and quantitative information.
- Strong presentation skills in small and large group environments.
- Exceptional interpersonal skills with the ability to connect and foster relationships with all levels of staff, management, external consultants, and clients.
- Ability to successfully balance conflicting priorities and thrive in a deadline-driven environment.
- Skilled at working independently or within groups containing different personality styles.
- Demonstrated proficiency with Microsoft Office is required.
- Experience with web-based interfaces is preferred, but not required.

Education and Experience

- A minimum of 5-7 years of experience in a marketing-related position.
- Experience in a consulting or a professional services company is essential.
- Experience in the Architecture/Engineering/Construction industry is preferred.
- Post-secondary degree in marketing, communications, journalism, public relations, or an equivalent level of experience.

To Apply

If you are interested in applying for the position of **Senior Marketing & Communications Specialist**, you are invited to submit a cover letter and resume in confidence to careers@SMSeng.com. Please provide your documents in PDF format and note the position in the subject line. We thank all applicants for their interest however, only those applicants selected for an interview will be contacted.