

# ILLUME

Job Title: Proposal & Content Coordinator

**STATUS: Exempt, 40 hours per week**

**LOCATION: Madison, WI; Tucson, AZ; or Remote**

*\*Remote candidates will be considered. Remote positions will be required to travel to hub offices occasionally.*

## **JOB SUMMARY**

The Proposal & Content Coordinator will be responsible for upholding the company's best-in-class marketing and business development activities to elevate ILLUME's work in alignment with our brand, Mission, Vision, and Values. The Proposal & Content Coordinator is a critical member of ILLUME Marketing and Business Development Team and is responsible for:

- Coordinating and maintain team documentation efforts for responses to RFPs
- Analyze and ensure that proposals adhere to RFP requirements
- Edit and support writing, including creating templates and boilerplate text
- Communicate and manage across the organization to get input and meet deadlines
- Lead the internal management and development of an ILLUME-generated content library
- Contribute to the development of ILLUME's marketing collateral and support strategic business development activities

The Proposal & Content Coordinator will be exceptionally well-organized with clear communication skills with the ability and desire to make connections across ILLUME's specialized practice areas. You will collaborate closely with the Principal of Marketing and Business Development and the Executive Leadership Team. Candidates must be comfortable directing team members at all levels across the organization on tasks to support proposal and content development. This position will ensure that ILLUME's efforts to share our story through proposals and external marketing are well-planned, well-executed, and meticulously thought out. The successful candidate will also have experience in the energy industry in at least one of the following areas: proposal management, marketing, business development, and/or research.

## **PRIMARY RESPONSIBILITIES & KEY RESULTS AREAS (KRAS)**

Below we show the key result areas (KRAs) for the Proposal & Content Coordinator position.

<b>Proposal Management</b>
Track and monitor RFP and solicitations from current and potential clients.
Monitor in-house and submitted proposals, and regularly inform the executive leadership team of activities.
Identify proposal requirements, ensure roles are assigned to meet the requirements, and manage the proposal team to develop a responsive and competitive bid.
Update and ensure the quality of resumes, bios, project descriptions, case studies, and project information on an on-going basis.
Create and maintain a library of the marketing, business development, and public-facing content.
<b>Content Development for Sales and Marketing Efforts</b>
Collaborate with ILLUME’s MBD Team on marketing content related to proposals and project wins to elevate ILLUME’s work and align our business development strategic plan.
Support the MBD Team in the creation of ILLUME’s annual magazine by driving content brainstorming, coordination with SMEs, planning, and integration with ILLUME’s design team.
<b>Brand Management</b>
Work to ensure that the ILLUME Brand, Mission, Vision, and Values are translated into all proposal materials and uphold best practices to stay true to ILLUME’s voice.
Work with the MBD team to meticulously ensure that the ILLUME’s external materials meet ILLUME’s standards for excellence in copy writing, editing, and design.
Support the evolution and development of ILLUME’s brand it to keep pace with our growth and the company’s industry.
<b>Collaborate with ILLUME’s Production Team</b>
Work closely with ILLUME’s production team to develop, refine, and finalize all proposals, external marketing collateral, and other supporting materials.
Bring enthusiasm and creative collaboration to all engagements with the production team.
<b>Business Development &amp; Sole Source Opportunity Support</b>

Actively manage ILLUME’s business development tracking system, HubSpot, to identify areas for further integration and collaboration with ILLUME Team members.

## **OTHER DUTIES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

## **COLLABORATION**

Collaboration is the minimum standard at ILLUME. Team members build trust through regular, open, and honest communication and by working together across the company to ensure the success of every project and activity. By working together, we create the momentum to accomplish our company objectives and together attain exceptional results.

## **REQUIRED EDUCATION**

Bachelor’s degree or equivalent years of experience in relevant areas such as business, marketing, communications, or another applicable field.

## **REQUIRED QUALIFICATIONS**

### **Professional Experience**

- Minimum of 3–5 years of relevant experience
- Excellent copywriting and editing experience
- Experience with RFP portals, such as Ariba and PowerAdvocate
- High proficiency in Microsoft Word, PowerPoint, and Excel
- CRM management experience (HubSpot, Salesforce, Zoho, or others)
- A clear history of successfully working on multiple tasks within established timelines and deadlines
- Ability to manage executive leadership team to develop proposals and content
- Tireless attention to detail in all prior experience (academic and professional)
- A history of successful, creative problem-solving
- Demonstrates initiative and independent decision-making experience with solid judgment
- Demonstrates flexibility when responding to ambiguity, uncertainty, and change

## **TO APPLY**

Please email [hire@illumeadvising.com](mailto:hire@illumeadvising.com) with the following materials:

- A cover letter
- Resume

- Writing samples/report samples from past work

In the subject line of your email, indicate the following:

**Last name\_First name\_ Proposal and Content Coordinator**

**In your cover letter, provide us with:**

- A sense of who you are by being honest, creative, and “yourself”
- Any experience with DEI in the workplace, and your own professional growth
- Please include your desired location (e.g., Madison, WI or Tucson, AZ), or indicate if you wish to work elsewhere and how you will ensure collaboration and availability to your colleagues in a remote environment.

**Expect that we will carefully review all materials, including your cover letter.**

**Incomplete applications will not be considered.**

ILLUME will accept applications until the position is filled.

## **CULTURE AND COMMITMENT AT ILLUME**

**Our Vision:** ILLUME is the premier consultancy for advancing, re-envisioning, and equitably transforming the energy industry. We align with clean energy and social justice imperatives and give primacy to human dreams and aspirations so that all can thrive in a clean energy future.

**Our Commitment to Team Values:** At ILLUME, we value the diverse lived experiences of our team. We view diversity, equity, and inclusion (DEI) as an on-going commitment and investment in the growth of our employees, the growth of our company culture, and the growth of our industry. By centering environmental justice, climate change mitigation, and social justice in our work, we aim to transform the way the energy industry looks at its challenges. We believe that our collective well-being depends on how well we explore, elevate, and communicate the experiences of all people who use the electric grid. We quantify the impacts of our public investments to reduce energy demand and mitigate climate change.

ILLUME considers our investment in our team as a long-term and mutual investment. At ILLUME, we’re committed to building a valued business while ensuring rewarding careers to our employees. ILLUME does not discriminate in its employment practices with regard to age, ancestry, religion, arrest record, color, conviction record, creed, cultural background, disability, ethnicity, gender, gender identity or expression, marital status, military obligations, national origin, race, sex, or sexual orientation.

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## **WORKING CONDITIONS**

ILLUME employees work in a hybrid work environment and we continuously monitor public health guidelines to make any updates necessary to ensure the health and safety of all employees.

This position requires sitting (or standing) for long periods of time at a computer; and communicating by telephone and email. Dress code at ILLUME is business casual (“pulled together”). This position requires some travel.

## **BACKGROUND SCREENING AND DRUG TESTING**

Many clients of ILLUME Advising require individuals who will be working with confidential information, visiting client customer homes or businesses, or meet another contractually required circumstance to pass a background screen and/or drug test. In the event you are assigned to work on a contract with client ordered screening requirements you will be required to complete the client’s required screening before working on the project with appropriate notice. The results of background screening and drug testing are used solely to meet client criteria for working on specific projects.

## **COVID-19**

As a federal contractor, ILLUME requires staff to have been vaccinated against Covid-19 or be willing to receive a vaccine against Covid-19 within 45 days of hire where permitted by applicable law. This is a mandatory requirement with the exception of employees with documented medical reasons and/or exceptions in accordance with the Civil Rights Act.