

BQE Software: Marketing Specialist

BQE Software is hiring a Marketing Specialist to play a critical role in driving the growth of our business. We are an established technology company building best-in-class firm management software and we have plans to accelerate our growth while modernizing our approach. The Marketing Specialist will help ensure this growth by representing our image and brand through social media, owning the execution and logistics of our events and webinars, performing graphic design and copy writing on an ad hoc basis, and assisting members of the marketing team on an as-needed basis.

You will collaborate with various members of the marketing team and will gain exposure to and experience in a wide array of marketing functions. This is a terrific opportunity to jumpstart your career in marketing and will yield hands-on experience in both creative and analytical functions. You'll learn how to brainstorm ideas and iterate on creative concepts while managing performance to specific key performance indicators (KPIs).

The ideal candidate will have a solid understanding of marketing principles and strategy and will have experience in the AE industry. This person will be highly coachable and self-motivated, proactively seeking out feedback and knowledge without needing to be micro-managed. We value potential over experience in this role and are looking for a person who is smart, humble, driven, and a team player.

If this sounds like you, please apply!

About what you will be doing

- **First week:** You will learn the ins and outs of BQE's business and get to know the other members of the marketing team.
- **First month:** You will gain an understanding of BQE's voice and position within the market and will take on executional responsibilities for our webinar and event strategy. During this time, you will begin managing our presence on social media, build our following, improve engagement with our posts, and understand how our social presence is impacting the performance of our marketing function.
- **First year:** You will:
 - Own the execution and logistics of our webinar and event channels.
 - Work collaboratively with other members of the team, helping to support them in executing project-based initiatives as well as ongoing channel management.
 - Grow our following on social media and improve the level of engagement we see with our posts.
 - Maintain and promote our blog, leveraging content created by our content marketing manager as well as external content providers.
 - Leverage our marketing automation system to create landing pages, write blog posts, and email nurtures.
 - Generate a steady flow of positive reviews of our software by strategically approaching customers and asking them to provide feedback across a handful of online properties.

About you

- Bachelor's degree required (preference given to marketing, architecture, or engineering degrees)
- 2+ years of experience in the architecture or engineering industry (either practicing architecture/engineering or working in the marketing department of an A&E firm)
- Excellent verbal and written communication skills
- Strong organizational skills and attention to detail
- Graphic design and video editing skills are a plus
- Exposure to other sales and marketing tools a plus (i.e.: Salesforce, HubSpot, Sprout, Canva, etc.)
- Experience with excel a plus
- An unquenchable thirst for knowledge and the desire to do BIG THINGS in life!
- Smart, humble, driven, and a team player

About us

BQE CORE is the award-winning firm management software, created by architects and engineers for architects and engineers, that project-based firms trust to run their operations for better project outcomes, and more profitable futures. Their fully integrated suite of intuitive tools with 24/7/365 support provides back-office automation to power front-office insights, making firm management more agile, informed, and data-driven. Learn more at www.bqe.com.

To Apply: Please email the hiring manager, Courtney Little (courtneyl@bqe.com)

Compensation: \$50k - \$80k base salary, depending on experience