

# marketing coordinator



## about us

We are adaptable and are comfortable navigating ambiguity. We translate problems and ideas into actionable processes and solutions. Our process relies on open, candid dialogue to understand the core of the problem we are solving.

We actively analyze, reflect and improve upon existing approaches, systems and solutions. We embrace questioning, feedback and have a growth mindset. We will never settle in our pursuit—as individuals and as an organization—to learn, drive out inefficiencies and redefine boundaries.

We believe in the power of multiple perspectives and lived experiences. We work to bring these perspectives to the decision-making table and create environments that are inclusive, constructive, meaningful and respectful.

Our ideas are not precious. We share, sketch, debate and build upon them—internally and with expertise and community beyond. We have a responsibility to connect ideas, people and policy makers and create conversations on how we build a better world. Our work is bigger than us.

We are on the hunt for a marketing professional to elevate the f-BLOK brand and push our services to market across Canada. The Marketing Coordinator will be tasked with overseeing and executing all marketing services for the firm. The Marketing Coordinator will work closely with the firm principals to push the firm into new markets and solidify positioning within existing ones. You are reliable, adaptable, collaborative and passionate about marketing our position in the market with strong differentiation and innovation. This is a new role within the firm and provides great opportunity for creativity, growth and impact.

## about the position

- Working as part of a collaborative team of architects, interior designers, technologists, consultants, contractors and owners.
- Participating in business development.
- Contributing to the overall culture and trajectory of the firm.
- Prepare responsive and well written proposals in response to EOIs, RFQ's and RFP's.
- Effectively analyze new markets, clients, opportunities and proposals.
- Assist with the creation of thought leadership articles and publications.
- Define the firm social media strategy, produce content and manage postings and engagement.
- Create all firm marketing material.
- Manage and update website copy and content (there is a new website in the works - yeah!)
- Develop strategies to retain existing valued clients.
- Develop a yearly marketing plan, budget, performance indicators and implement it, complete with quarterly reporting on efforts, outcomes and adjustments.
- Develop and organize marketing materials, including templates for proposals, project features, etc.
- Market pilot projects and connect with potential interested parties.
- Analyze market shifts.
- Further develop the f-BLOK brand and ensure consistency across all channels of output.

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## about you

- You have a degree/diploma in business with a major in marketing or communications.
- You pride yourself in your exceptional verbal and written communication skills, including editing as well as visual presentation skills.
- You have strong graphic and composition skills.
- You have a background and/or understanding of business.
- You know all the tricks the Adobe suite has to offer.
- You have knowledge of the design, architecture, engineering or construction industry.
- You have 2+ years experience in an consulting office or similar.
- You understand user experience from multiple perspectives and abilities.
- You are curious, expanding on the limits of your knowledge and experience.
- You take action—turning challenges into opportunities.
- You find inspiration in client’s stories, histories and futures and the land on which we build upon.
- You double check your work and welcome the feedback or review of a team member.
- You are detail oriented but also have an exceptional ability to see the big picture and beyond.
- You have wild ideas and the skill, drive and fortitude to execute them.
- You excel navigating a room, understanding the pulse and moving it towards decision-making.
- You have a sense of humour and connect well with others.
- You listen and observe before you act.
- You are comfortable with minimal direction combined with high expectations.
- You follow up and follow through on time.
- You are excited about f-BLOK and the role and impact you may be able to have with us.

## how to apply

Interested applicants are encouraged to forward their cover letter and resume, in confidence, to [info@f-BLOK.ca](mailto:info@f-BLOK.ca). Only candidates selected for an interview will be contacted.

We thank all applicants for their interest in f-BLOK architecture inc.

Make your own luck by being open to ideas and pivot to take advantage of timely opportunities. Comparison is the thief of joy.

**Team.** Support and promote professional development and growth.

THE BELIEFS AND IDEAS POSED BY OTHERS - COMPLIMENTARY OR CONTRASTING YOUR OWN - PUSH US TOWARDS DESIGN SOLUTIONS NOT ACHIEVABLE WHILE WORKING INDIVIDUALLY.

**NO JERKS**

HARNESSING IDEAS **fun**

**Personality is paramount. Skills & experience are teachable and learnable.**



BLOK

There is not always a singular solution. The viewpoints of others can open new paths towards solutions too daunting to solve on your own.

**Make mistakes and break things. Nothing is precious, we are all works in progress. Be grateful - we are luckier than most.**

Bridging the gap between design, construction and occupied building—more specifically the humans involved in each.

FUNCTIONALITY THROUGH EFFICIENT DESIGN

**Projects don't die**

There is no substitute for hard work.

Never take things personally. Assume the other person is having the worst day of their life and give them the benefit of the doubt.

**FLEXIBLE**

Spaces we occupy have greater impact on mental and physical well being then we realize.

No small projects or big projects. Every project creates opportunity to grow and learn.

**Equity  
Fairness  
Respect**

Learn by asking.  
Improve by changing.  
Enrich by sharing.

Our collaborative efforts are not defined by the walls of our office. We extend ourselves to allied disciplines, partnerships and community leaders to propose the best design solutions we can imagine collaboratively.

**'ARCHITECTURE' IS A MEDIUM TO FOSTER SOCIAL EQUITY.**

**Perseverance & Competency**

**Less, but better.**

We want to know your top go-kart speed, your dog's name and if you are Team Edward or Team Jacob.