Marketing and Business Development Coordinator

Are you ready to grow your career and make an impact?

InForm Design is a diversified, award-winning Architecture and Interior Design firm based in Honolulu, Hawaii. We are seeking a dynamic Marketing and Business Development Coordinator to help drive our firm's growth, build lasting client relationships, and elevate our brand presence. If you identify with the description below, please submit your resume. We look forward to learning more about you!

The Person we would like to have join our firm will have/be:

- Bachelor's degree in Marketing, Communications, Business, or related field preferred
- 2+ years of experience in marketing, business development, or related roles (architecture/interior design industry experience a plus)
- Strong communication and interpersonal skills; able to build rapport and trust with clients and colleagues
- Proficiency in marketing platforms (InDesign, Canva, email marketing tools) and social media management (LinkedIn, Instagram)
- Analytical mindset for market research and data tracking
- Well organized, detail and goal oriented
- Ability to manage multiple projects and deadlines
- Collaborative approach; comfortable working with cross-functional teams and external partners
- Initiative and creativity in developing marketing and business development strategies
- Familiarity with Hawaii's business environment and local networking organizations is a plus

Key Responsibilities:

- Develop and execute marketing strategies to connect our services with the right clients at the right time
- Conduct market research and analyze consumer needs, competitor activities, and market trends
- Create and update marketing materials, including brochures (print and digital), ensuring proper formatting and branding
- Manage digital marketing channels: website, social media, and monthly email newsletters
- Coordinate with our third party marketing consultant for content creation and website updates
- Track and analyze website visitor data and campaign effectiveness
- Organize and participate in promotional activities such as tradeshows, award competitions, and sponsorships
- Build and nurture relationships with clients and partners through networking, presentations, and events
- Conduct outreach via cold calls and emails, leveraging tools and resources to identify and contact potential leads
- Schedule and coordinate meetings, site visits, and internal/external events
- Take meeting notes, understand client goals, and assist in drafting proposals
- Maintain proposal tracking sheets and follow up on submissions
- Support financial analysis and revenue forecasting
- Order company swag and gifts as needed
- Keep personal and team to-do lists organized and up to date

Compensation

- Stating Base Exempt Salary: Competitive, commensurate with experience
- Other
  - Performance bonuses
  - Profit sharing
  - Periodic Bonuses
  - Other Bonus pay and non cash compensation

Other Benefits:

- 401(k)
- 401(k) matching
- Employee assistance program
- Health insurance including
  - Major medical
  - Prescription Drugs
  - Vision
  - Dental
  - General Wellness
- Life insurance
- Paid time off
- Professional development assistance
- Referral program
- Retirement plan
- Tuition reimbursement

Schedule:

- Flexible, full time, in office Monday to Friday

Location:

- Honolulu, HI 96814