



July 2023

Employment Opportunity: Marketing Associate

Position Location: Hybrid/Boston

Term: Permanent / Full Time

Commence: Position is open

Reports to: Marketing Manager

Listen. Create. Deliver. These three words are the core of our firm; we believe lighting design serves to elevate and reveal in sharp focus both purpose and meaning. Available Light is an award-winning, fast-paced lighting design firm specializing in the fields of Museum Exhibition, Architecture, and Corporate Theater. We are 25 employees + freelancers headquartered in Boston MA with 5 branch studios: Hanover MA, Los Angeles CA, New York NY, Phoenix AZ, and Raleigh NC. Our comprehensive services address the full lighting design process from master planning and documentation through to final lighting tune-up. Delivering sustainable solutions for compelling, high-performance environments is our mantra.

We are currently seeking a full-time Marketing Associate. This is a hybrid position with in-person work in our Boston studio. We are seeking an organized, self-starting marketing professional/project manager with excellent time management skills and a collaborative work ethic. We want you to arrive ready to hit the ground running!

### Qualifications and Skills

- Ability to pivot to shifting priorities
- Excellent writer and proofreader
- Good listener
- Tech-savvy
- English language fluency and expertise
- Detail oriented, highly organized, and able to complete tasks accurately
- A self-starter and able to meet or exceed critical deadlines
- Eager to contribute to a team environment and enjoy working cross-functionally
- A fun, optimistic, and never done learning & growing kind of person

### Key Responsibilities

- Help promote and develop the Available Light brand in all external communications
- Work with Lead Designer/Project Managers (PMs) and the Creative Director to assist in preparing targeted, thoughtful, and impactful promotional materials to highlight and target Available Light's expertise and experience as part of proposal/RFP response process
- Assist or Manage
  - graphics/branding projects
  - development of marketing collateral
  - collaboration with outside graphic designers, printers, and other vendors
- Coordinate company presence at tradeshow in conjunction with PMs (approximately 3–5 a year) including booking registration, purchasing various booth needs, and on occasion, attending the tradeshow
- Maintain sponsorships with various industry organizations including creating advertisements and submitting branding materials
- Manage the Digital Asset Management system (DAM) photo library and coordinate purchase of project photography with our clients and photographers
- Update and maintain contact management database
- Coordinate submission of information to publications, assist in development and submission of various award program entries
- Assist in planning various internal company events/retreats

### Minimum Requirements

- 2-3 years of experience in B2B marketing (professional services experience strongly preferred)
- Bachelor's degree preferably in marketing, English, or a related field
- Experience with "RFP-Request for Proposal" process
- Demonstrated experience with managing time sensitive projects
- Experience with email marketing tools, Mailchimp preferred
- Familiar with SEO concepts and strategies
- Experience with B2B social media posts and platforms
- Demonstrated graphic design skills
- Proficiency with Adobe Creative:
  - Facile with InDesign for general document layout

- Basic use of Photoshop for image manipulation and processing
- Experience with graphic creation/manipulation in Illustrator
- Office 365 Literate

**Preferred, but not Required**

- Experience with Adobe Premiere or other video editing software
- Experience with website content management software such as Webflow
- Basic experience with PSA (Professional Services Automation) platform such as Deltek

At Available Light, we believe in supporting our employees' health and wellbeing. Our comprehensive benefits include medical, dental, vision, disability, paid holidays, and paid time off. We also offer a SIMPLE IRA with employer contribution and paid professional development allowances.

*Available Light is an Equal Opportunity Employer. All aspects of employment decisions will be based on merit, competence, performance, and business needs. We do not discriminate on the basis of any status protected under federal, state, or local law. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. We celebrate diversity and are committed to creating an inclusive environment for our colleagues.*

Employer Annual Salary range: \$55,000-65,000

*Note: The actual base pay offered will be determined by factors such as experience, skills, training, location, certifications, education, and other factors permitted by law. Decisions will be made, within the posted salary range, on a case-by-case basis.*

Please email cover letter, resume to: [careers@availablelight.com](mailto:careers@availablelight.com). No phone calls, please.