

PROPOSAL & CONTENT SPECIALIST

The Proposal and Content Specialist will work within the Marketing and Business Development teams. They will be responsible for developing, organizing, and delivering high-quality written materials that support business development and marketing efforts. This role leads to the creation of proposals, RFP responses, project narratives, team bios, and other client-facing content. They collaborate closely with the Construction Management, General Construction, Site Work, Site Services, Estimating, and Business Development teams to gather information, maintain updated content libraries, and ensure all submissions are accurate, compelling, and aligned with the company's brand. The Specialist also supports ongoing content needs, such as case studies, presentations, and marketing collateral, to help the company win work and strengthen its market presence.

Key Job Functions

1. Proposal & RFP Development

- Lead the creation, writing, and coordination of RFP and RFQ responses.
- Gather required information from operations, estimating, business development, and leadership.
- Ensure proposals are accurate, visually consistent, and submitted on time.

2. Content Creation

- Write and update project descriptions, team bios, company overviews, and capability statements.
- Develop content for presentations, brochures, case studies, and marketing collateral.
- Maintain a consistent tone and style aligned with the brand.

3. Content Library Management

- Build and manage a centralized library of proposal content, boilerplate text, resumes, and project sheets.
- Keep information updated: metrics, milestones, certifications, safety stats, awards, etc.

4. Cross-Functional Collaboration

- Work closely with project teams to extract technical details and project highlights.
- Coordinate with business development and marketing to ensure strategic alignment.
- Support leadership with polished written materials for key meetings.

5. Quality Control & Editing

- Review all submissions for grammar, clarity, formatting, and compliance.
- Ensure every proposal meets client requirements and reflects the company's strengths.

6. Market & Client Research

- Analyze client RFP requirements and identify differentiators.
- Research industry trends and competitor information to strengthen proposal positioning.

7. Brand Consistency

- Ensure all written materials follow RCG brand standards, messaging guidelines, and visual identity.

8. Systems & Process Improvement

- Recommend improvements to RFP workflows and content management processes.
- Help implement tools/software for more efficient proposal development.

Job Qualifications / Skills

- Exceptional written communication skills with the ability to produce clear, persuasive, and well-organized content for proposals, RFPs, and marketing materials
- Strong editing and proofreading skills with meticulous attention to detail, grammar, formatting, and compliance requirements
- Proven ability to manage multiple deadlines and prioritize tasks in a fast-paced, deadline-driven environment

- Experience interpreting and responding to RFP/RFQ requirements with strategic positioning and client-focused messaging
- Ability to translate technical construction and operational information into compelling, client-friendly narratives
- Strong collaboration skills and confidence working cross-functionally with operations, estimating, project teams, and leadership
- Highly organized with the ability to build, manage, and maintain structured content libraries and proposal assets
- Working knowledge of branding principles and ability to maintain consistent tone, voice, and visual standards across materials
- Proficiency with Microsoft Office (Word, PowerPoint, Excel) and familiarity with proposal management tools like Responsive.io, Adobe Creative Suite (InDesign, Photoshop, Illustrator), and Canva
- Experience working with graphics or layout teams and understanding of proposal formatting best practices is a plus
- Strong research and analytical skills to identify differentiators, client priorities, and market trends
- Self-motivated, proactive, and comfortable taking ownership of proposal and content development processes

Education and Experience Requirements

- Bachelor's degree in Marketing, Communications, Business, English, Journalism, or a related field required
- Minimum of 3–5 years of experience in proposal writing, RFP development, marketing, or business development content creation
- Prior experience in the construction, engineering, architecture, law, accounting or professional services industry strongly preferred
- Demonstrated experience significantly contributing to successful RFP/RFQ responses
- Experience developing project narratives, case studies, team resumes, and client-facing marketing materials
- Familiarity with construction terminology, delivery methods, and project workflows is highly desirable
- Equivalent combination of education and relevant professional experience may be considered

Contact

Please send a copy of your Resume/Portfolio to: Bianca Rodriguez | BR@Rodriguez-cg.com