TOWNLINE

1212 - 450 SW Marine Drive
Vancouver, BC V5X OC3

604 327 8760
Townline.com

Proposal Manager – Townline Construction

About The Role

To serve as the Proposal Manager for Townline Construction, a well established construction management contractor, striving to grow in 3rd party Construction Management, Design Build, and General Contracting services across Western Canada.

Reporting to the Vice President of Townline Construction (TLC), the Proposal Manager is an integral part of the TLC business development team for the greater British Columbia and Western Canadian region. The Proposal Manager is empowered with responsibility to be the main driver of managing, tracking, producing, and assembling all new pre-qualification, RFQ, and RFP opportunities being pursued by TLC. The Proposal Manager will both collaborate with and manage additional internal and external team members to achieve our collective goals, which will evolve over time as the business development and construction team evolves. Team members include the executive team, senior leaders, pre-construction and construction operations professionals as well as our development professionals.

Core Purpose

The core focus of this role is to effectively manage our internal processes, in support of new business generation, and nurture client, customer, and development consultant key relationships, in a manner that meets TLC's high standards for stakeholder satisfaction and engagement. This position is responsible for organizing and managing all TLC business development proposals, engagement events, and curate presentations and interviews; while leveraging various team members throughout the organization to optimize our visibility, exposure, opportunities, and success in securing new work.

Areas for Diversification

From time to time, the Proposal Manager may also be tasked with the execution of project marketing and corporate marketing initiatives, in collaboration with the Towline sales & marketing team.

Key Skillset

Further, it is the expectation that in addition to excellent organizational and project management skill sets, that the Proposal Manager has excellent technical writing skills, and who will work closely with graphic specialist(s) to create templates, pull in relevant catalogue materials, and further author all proposal materials to provide a holistic Townline voice woven throughout the TLC proposal materials. Ultimately the Proposal Manager will execute the Townline TLC business development and proposal standard without compromise.

About Townline Homes and TL Housing Solutions

In addition to Townline Construction, The Townline Group is a Real Estate Development Company primarily focused in the Lower Mainland and Vancouver Island. Our development and construction portfolios are diverse and consist of mixed-used multi-family and commercial construction, as well as non-market and purpose-built rental housing. Townline is a well-rounded company with proven teams specialized in the areas of Property Management, Development, Affordable Housing, Finance, Acquisitions, Construction, Sales, Marketing and Customer Care all housed under one roof. Townline has been building homes since 1980 and believes diversity is the cornerstone to our success and longevity.

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General Duties/Responsibilities of a Proposal Manager include but are not limited to:

- Reviewing and providing feedback/suggestions on all proposal design elements to ensure they complement project positioning and appeal to the target audience, increasing our opportunities to score in top percentiles through our submission materials.
  - Measure KPIs with respect to success rates
  - Follow through on all feedback and post submission sessions

- Collaborating on project marketing strategies including but not limited to:
  - TLC deliverables
  - TLC brand development and compliance;
  - TLC Business Development strategies;
  - Creative input of TLC assets & collateral (website, renders, brochure, model, photography, promotional materials, etc.);
  - Proposal and presentation timeline development, resourcing, and management.

- Leading TLC business development and proposal execution including but not limited to:
  - TLC Asset & collateral creation (print & digital);
  - Social media planning promoting TLC senior team members;
  - Internal and external business development communications, demonstrating thought leadership and TLC business updates;
  - Budget management for TLC events and sponsorships;
  - Timeline management of deliverables and TLC collateral.

- Working with the corporate sales & marketing team when directed, to execute corporate marketing initiatives and ensure brand guidelines are met, brand integrity is maintained and the Townline Construction brand following increases via:
  - Social media strategy, implementation, and measurement;
  - Corporate website;
  - Seasonal promotions;
  - E-blast communications;
  - Collateral development;
  - Sponsorship opportunities; and
  - Other duties as assigned.

Skills & Requirements:

- Post-secondary education in Marketing, Communications, Public Relations, Business Administration or a related field;
- 7+ years of construction industry, consultant, and/or real estate experience where proposal and presentation work led to lead generation and securing of contracts;
- Knowledge and skill of graphic design an asset;
- Strong management, mentoring, delegation, planning and leadership skills;
- Commitment to working in a team environment, with established team building abilities;
- Strong communication, integration, problem-solving and interpersonal skills;
- Results-oriented with the ability to interpret and effectively manage multiple and competing priorities and time lines;
- Public relations skills with a demonstrated track record of dealing successfully with internal and external customers;
- Highly effective negotiation, leadership, and conflict resolutions skills;
- Demonstrated reputation for always acting with a high level of integrity.

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- Be coachable and view constructive feedback from a place of continuous improvement.
- Have solid technical writing skills and enjoy leveraging throughout the competitive proposal process.
- Has the ability to self manage the RFQ/P/proposal response process.
- Can proactively establish both proposal and presentation frameworks with minimal input or direction, based on the RFQ/P information provided.
- Has a strategic approach to proposal assembly and response materials.
- Proficiency in Microsoft Word/Excel/PowerPoint/Outlook, Figma, Canva, InDesign, Illustrator, Photoshop and Graphic Design;
- CRM experience a plus (Salesforce, Slack, similar)

About you
You are energetic, organized, curious, positive, and love working in a team dynamic where deadlines inspire your creative process. You enjoy strategic thinking and creating professional RFP/RFQ/EOI responses to communicate winning strategies. You are a diverse communicator, both in written and verbal form.
The salary range for this role is $110,000 - $130,000, plus bonus. Townline is committed to being an equal opportunity employer. We celebrate diversity and are committed to fostering an inclusive workplace where all employees are treated with fairness, dignity, and respect.

Apply here: Townline | Proposal Manager