



Proposal & Business Development Manager

About Watearth

Watearth is a growing civil engineering and environmental consulting firm specializing in water resources, stormwater, environmental, hydrology & hydraulics, and green infrastructure solutions for public and private sector clients. Our mission is simple: to help people, communities, and the environment through organized, responsive, and high-quality service.

We are building a team that values ownership, initiative, accountability, and continuous improvement. We're looking for professionals who think strategically, communicate proactively, and want to contribute ideas that help strengthen both our projects and the future growth of the company.

Lead the Growth Engine Behind Winning Work

This is not a passive coordination role. We are looking for a leader who takes ownership, drives accountability, improves systems, and brings innovative thinking to how we market, pursue, and win work within the AEC industry.

The ideal candidate combines strong AEC proposal and marketing experience with leadership, operational discipline, and strategic thinking. This person will lead the day-to-day marketing and proposal function while helping shape the firm's growth strategy, visibility, and business development systems.

This role is expected to operate with a high level of ownership, accuracy, and independent judgment. Success in this position means proactively solving problems, maintaining alignment with executive direction, and producing high-quality work that reduces executive review and correction time.

Perks & Benefits

- Remote-first work environment
- Flexible and growth-oriented culture
- Medical, dental, and vision benefits
- 401(k) program
- Generous PTO and paid holidays
- Opportunity to help build and lead a growing department

Let's discuss compensation. This role will be paid an annual salary of \$80,000 to \$100,000 based on experience.

Core Responsibilities

Marketing Leadership

- Lead and oversee the firm's marketing operations and proposal support efforts
- Develop innovative strategies to improve visibility, engagement, and market positioning
- Monitor campaign performance and recommend improvements based on trends and data

Proposal Leadership & Execution

- Lead proposal strategy, coordination, formatting, graphics, and submission processes
- Improve proposal clarity, professionalism, and win-focused positioning
- Coordinate with technical teams, project managers, and subconsultants to deliver high-quality submissions
- Maintain and improve proposal templates, resumes, project sheets, and boilerplate materials
- Ensure consistency, accountability, and high-quality execution across proposals, outreach campaigns, CRM tracking, and marketing deliverables.
- Recommend practical improvements to marketing, proposal, and business development systems based on performance, data, and operational needs.

Sales Operations & Systems

- Oversee sales pipeline tracking and proposal coordination systems
- Maintain visibility into outreach activity, follow-ups, and opportunity status
- Identify gaps, inefficiencies, or missed opportunities and proactively resolve them

Leadership & Growth Strategy

- Provide leadership, accountability, and structure to the marketing and proposal function
- Comfortable leveraging modern business tools, automation platforms, AI-assisted workflows, CRM systems, and project management software to improve efficiency and consistency.
- Mentor and support team members while elevating expectations and execution established standards
- Identify trends, market opportunities, and strategic improvements that support firm growth
- Contribute ideas for business development, positioning, and operational scalability

Required Qualifications

- Bachelor's degree in Marketing, Communications, Business, or related field
- 5+ years of experience in AEC marketing and proposal development
- Civil engineering industry experience strongly preferred; knowledge of water resources, green infrastructure, environmental, hydrology & hydraulics, design, or stormwater proposals a plus
- Demonstrated leadership experience managing projects, workflows, or teams
- Proven ability to support and contribute to winning large contracts and competitive pursuits
- Strategic understanding of project budgets, fee tables, and proposal pricing structures to help support profitable project pursuits and overall business objectives



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- Strong understanding of AEC proposal strategy, branding, and pursuit processes
- Experience with CRM, marketing automation, and project management systems (Asana preferred)
- Strong visual/design sense and attention to detail

Growth Opportunity

This role has strong long-term growth potential for someone who demonstrates leadership, initiative, and strategic thinking.

We are looking for someone who wants to grow alongside the company and help shape the future of the marketing and proposal department.

How to Apply

Submit your Cover letter and Resume to Watearth@Watearth.com

- To confirm attention to detail, please include the phrase "organized growth" in your cover letter.

Selected candidates may be asked to complete an additional video/audio introduction after the second interview stage.