

*Position Description*  
*July, 2017*

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**Title: Marketing Manager**

**Education/Experience Required:** College degree, with coursework or degree in marketing and/or experience in marketing professional services. Individual shall possess strong organizational, verbal, written and graphic communication skills including utilization of the Adobe Creative Cloud, particularly InDesign. Individual shall also demonstrate a pleasing personality that allows him/her to interact comfortably and professionally with clients, consultants and employees. It is also desirable for the individual in this position to have an understanding of the architectural profession and to hold or work toward obtaining the title of Certified Professional Services Marketer offered by The Society for Marketing Professional Services.

**Reports to:** President and will work closely with all Principals and other personnel involved in marketing and business development efforts.

**Responsibilities and Duties:**

Marketing Administration

- Hire and Manage Marketing Coordinator
- Oversee proposal, interview prep and presentations
- Guide content and preparation of project pages, presentations and proposals
- Manage content of Website and social media
- Oversee professional photography and design awards process
- Track project advertisements and proposal deadlines
- Facilitate GO/NO GO decisions
- Manage general public relations including press releases and advertisements
- Guide corporate brand identity and standards
- Guide efforts to publish articles demonstrating our knowledge and experience along with project stories
- Develop implementation plan for and then maintain Customer Relationship Management Database

Business Development

- Routinely research and monitor specific entities/publications for information related to markets and potential projects
- Stay abreast of industry trends that impact our markets and share research
- Facilitate Business Development and Market Leader meetings and keep participants on task
- Coordinate participation in trade shows, conferences and events
- Assist with developing Business Development budget
- Support development of and guide implementation of firm's marketing plan

Above responsibilities and duties are not all inclusive. Position description is subject to modification as deemed necessary by management to meet changing needs of the company and profession.