

Marketing Administrator / Business Development Manager / Brand Ambassador

We are seeking a professional, motivated, and outgoing Marketing Administrator to work closely with the firm's leadership to identify, attract, secure new clients as well as foster and promote existing client relationships. This position will design & complete proposals and awards submissions, lead outbound marketing efforts, and coordinate other general marketing efforts across the studio. Our ideal Marketing Coordinator is both highly organized and graphically skilled, being able to coordinate materials from a variety of sources and seamlessly integrate them into final documents.

Responsibilities Include:

- **REQUIRED: Confidently sharing the firm's story, including knowledge of key projects, expertise and differentiators**
- **REQUIRED: Organized, detail-oriented self-starter that can gracefully manage multiple projects and deadlines**
- Sets up and attends meetings, and/or makes introductions for appropriate firm leaders to meet with key clients and decision makers in advance of an RFP/RFQ. Organizes meetings with appropriate frequency in order to nurture those relationships so as to put firm in the most advantageous position prior to the RFP/RFQ process.
- Identify future project opportunities by regularly tracking RFP/RFQ web postings, email services and other sources
- Participates in pre-proposal conferences and leads project kick-off meetings in the development of proposal submittals. In collaboration with principals, identifies prospective client's goals and preferences for the selection of internal team member and external consultants in order to devise the best approach for the pursuit.
- Gathers intelligence on client goals/expectations and the firm's competitors to improve our competitive edge
- Collaborate with Principals & Graphic Design staff to create, write, populate, produce, edit, proofread, and deliver presentation and marketing materials including presentations, brochures, proposals, news releases, social media posts, articles, case studies, award submissions and other similar materials that promote the firm
- Write/author/develop and proofread copy developed across all areas/divisions of the firm
- Coordinate with internal/external team members on project deadlines and workflow milestones
- Create, develop & manage the firm's project portfolio database/archive including internal research and verification of relevant statistical data and project photography; also manage/articulate biographical information and experience of key personnel
- Articulate appropriate and original content for regular online/website/social media outlets, engaging in similar accounts and user groups to grow brand following and awareness in the market
- Coordinates firm involvement in key industry organizations, conferences and events to expand relationships, identify speaking opportunities and nurture business development.
- Actively participate through service in the local community, including involvement in professional associations and services clubs (Chambers of Commerce, Economic Development, Service Clubs, etc.)

Preferred Skills and Experience:

- **REQUIRED: 3+ years in marketing/business development for similar A/E/C professional services industry**
- Proven ability to thrive in a deadline driven and rapidly changing environment while elevating the quality and creativity of deliverables, ensuring final documents are completely compliant and persuasive.
- Team player with collaboration and communication skills who can also work autonomously
- Positive approach and attitude to daily tasks as well as enthusiasm for the practice of architecture and design

Required Qualifications & Technical Proficiency:

- **REQUIRED: Bachelor's Degree in A/E/C Discipline, Marketing/Communications, English, Journalism or Similar**
- **REQUIRED PROFICIENCY: Microsoft Office & Adobe Creative Suite Applications (Word, Excel, InDesign)**

To apply, email resume' and cover letter to Candice@StraughnTrout.com