

**Job Title:** Marketing Manager

**General Position Description:**

Browning Day Mullins Dierdorf (Browning Day) is seeking a Marketing professional to join their growing design firm that provides planning, architectural, landscape, & interior design services. This is an opportunity for an individual with the following characteristics, in addition to knowledge and skills outlined in the job description below.

- Excellent writing and presentation skills
- Excellent interpersonal skills
- Able to see the big picture
- Works well under pressure
- Persistent self-starter
- Desires to connect the vision of the company with her or his job

This individual will manage the marketing department staff, establish marketing plans/goals, and be responsible for marketing coordination tasks. This individual will report to the VP of Business Development.

**Please send resumes to Claudia Hess at [chess@bdmd.com](mailto:chess@bdmd.com)**

**Responsibilities:**

- Manage and mentor subordinate marketing staff
- Establish programs to accomplish marketing-related aspects of the firm's goals
- Assist with marketing plan and budget development together with VP, Business Development
- Work with BD, firm leadership to perform benchmarking to review competition, strategic alliances/intelligence, research on potential markets or clients, market and industry trends
- Manage client contact program
- Manage qualification, proposal, and presentation material and activities
- Work with technical staff to develop proposal sections
- Maintain resources & information systems: update project documentation, resumes, and website content
- Manage and maintain collateral materials development, including social media, blog, public relations, special events

**Skill Set:**

- Excellent knowledge of marketing fundamentals
- Good mentoring and leadership skills
- Comprehensive knowledge of firm's practice, clients, goals, policies and procedures
- Excellent writing & editing skills
- Highly competent in marketing theory and practice
- Strong understanding of A/E/C industry
- Ability to prioritize
- Excellent organizational/interpersonal skills

**Education/Certification:**

- Bachelor's degree with 7-10 years of experience recommended
- A/E/C Industry experience required
- Evidence of professional growth via industry leadership positions &/or certifications is recommended

**Career Path Options:** Marketing Director, Chief Marketing Officer, Associate, Senior Associate