

Marketing Lead (5-8 YEARS OF EXPERIENCE)

Bonstra | Haresign ARCHITECTS is an award-winning architectural design firm located in the heart of the Fourteenth Street corridor – one of Washington, DC’s vibrant and dynamic mixed-use urban areas. We are a close-knit group of 35 creative, passionate individuals focused on designing environments that strengthen communities. We are seeking a talented Marketing Team Leader to work in collaboration with our office leadership to develop and execute an integrated marketing and communications strategy. The ideal candidate will possess top-notch leadership, writing, and exemplary graphic design skills and strong organization and project management skills; the ability to multitask in a fast-paced, deadline-driven environment, and an appreciation for architectural design.

To apply, send your resume, cover letter, and graphic portfolio to apply@bonstra.com.

OUR IDEAL CANDIDATE

- Has a passion for design, architecture, and effective communication!
- Demonstrates exceptional communication skills, written and verbal - a natural storyteller.
- Possesses strong business aptitude, a high level of design sensibility and graphic capabilities.
- Collaborates well with others, is articulate and poised in all communications and interactions with staff and partners, while representing the firm externally.
- Effectively manages priorities and works efficiently to complete multiple tasks under deadlines.
- Works independently, is self-directed and resourceful.
- Commands strong organizational skills and is detail and deadline-oriented.
- Is technologically savvy across various media types.
- Has experience in proposal preparation and proposal management.
- Has proven experience managing and producing creative content for social media accounts, customizing materials and messages to address specific audiences, including potential clients, outside media, awards juries and the general public.
- Demonstrates enthusiasm, positivity, and confidence.

REQUIREMENTS

- Bachelor’s degree in marketing, communications, journalism, graphic design, architecture, or related field.
- Minimum 5-8 years of relevant professional experience; marketing within the A/E/C industry or professional services marketing experience is strongly preferred.
- Strong Proficiency in the Adobe Creative Suite application-InDesign, Photoshop and Illustrator required.
- Microsoft Office proficiency is required.
- Basic multimedia/web skills: working knowledge of HTML, CSS; experience with Wordpress-based content-management system and email marketing (MailChimp) preferred.
- Proven experience managing and producing creative content for corporate social media accounts.
- This is a design position that promotes the high quality of the established firm ‘brand’, like all positions in a nationally recognized design firm.

| RESPONSIBILITIES

Business Development

- Work closely with partners and associate partners to seek out new business opportunities and facilitate relationships with new and existing clients.
- Strategize and lead the production of qualifications packages, RFP responses and proposals.
- Participate with key stakeholders in strategic RFP decision making processes.
- Plan and coordinate timely receipt of materials from consultants during the RFP process.
- Use existing templates to design slideshow decks for client interviews; schedule and participate in interview prep meetings and dry-runs with the team.

Awards and Advertising

- Lead firm participation in profile-raising industry awards programs: maintain awards calendar, create and manage project submissions to regional and national programs.
- Coordinate project documentation/photography for use in awards and marketing media.
- Design graphic business advertisements (print + digital), internal office art, awards and presentation boards, including coordination of materials for project tours.
- Develop, plan, and execute a multi-channel content strategy in alignment with firm business objectives
- Plan, write, design, and distribute regular DesignLINE email marketing campaigns via Mailchimp and maintain contact lists.
- Maintain a social media calendar, write content and manage regular publishing across all firm accounts: LinkedIn, Instagram, Facebook, Twitter, Vimeo.
- Oversee regular updates to firm website on Wordpress-based platform, create new content and blog posts, and coordinate with website developer when necessary.
- Assist with creation of and utilize materials from office events as needed for marketing purposes.

Information Management

- Organize and maintain, with the assistance of our Marketing Coordinator, a high-volume of digital marketing records including project photography and graphics, project information, fact sheets, project teams, staff resumes, awards lists, entitlements lists, and media publications.

