

MARKETING LEAD (5-8 YEARS OF EXPERIENCE)



Bonstra | Haresign ARCHITECTS, a nationally recognized design firm located on Fourteenth Street, NW in Washington, DC, is 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 graphic design skills; strong organizational and project management skills; the ability to multitask in a fast-paced, deadline-driven environment, and an appreciation for architectural design.

OUR IDEAL CANDIDATE

- Has a passion for design and architecture!
- Demonstrate 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.
- Demonstrates enthusiasm, positivity, and confidence.

REQUIREMENTS

- Bachelor's Degree in Marketing, Communications, Journalism, Graphic Design, Architecture, or related field.
- Minimum of 5 - 8 years of relevant 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 is required.
- Basic multimedia/web skill: 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.

| 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 final 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.
- Design graphic business advertisements (print + digital), internal office art, awards and presentation boards.
- Content Strategy
- 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.

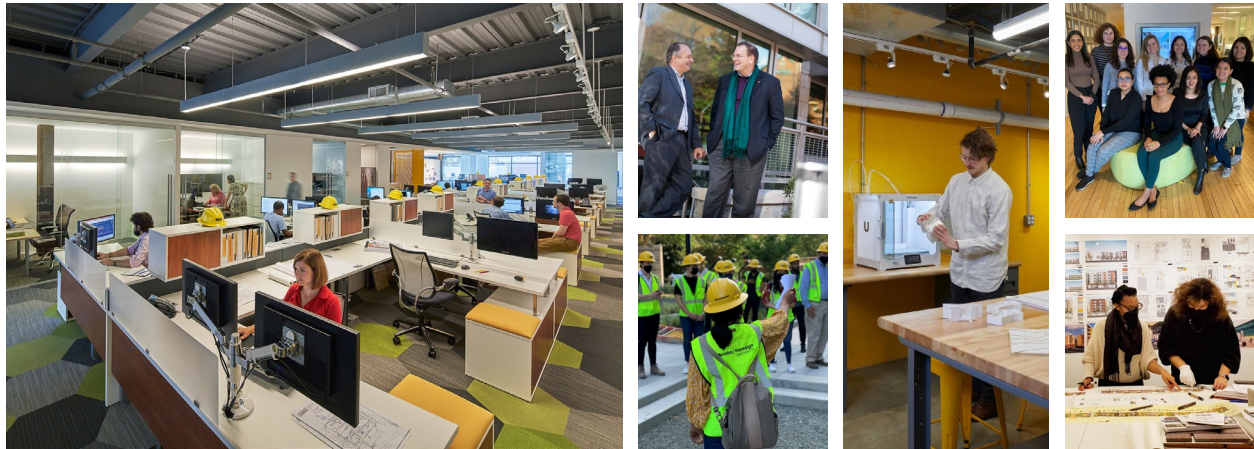
Firm Culture Initiatives

- Champion a strong office culture: organize firm events and activities, proactive internal communication and announcements, perpetuate and encourage an environment of creativity and collaboration.
- Assist with event planning for parties, project tours, and firm outings, etc.

Information Management

- Organize and maintain 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.

ABOUT US



We are a firm of 30 creative architects and designers – problem-solvers who thrive on finding innovative solutions to the challenges of cities and neighborhoods. We are guided by the belief that architecture transforms communities and inspires people. We operate in a collaborative studio environment where the open discussion of architectural ideas and client solutions is valued and encouraged. Our team lives and works in the neighborhoods in which our projects are built; an ethos of community involvement is encouraged at every level. At Bonstra | Haresign ARCHITECTS, our people are our most valuable resource. We are a team of dedicated individuals who passionately believe in the power of design to positively shape the world.

TO APPLY

Email your resume and samples of specific project experience to [**employment@bonstra.com**](mailto:employment@bonstra.com)