

MANAGER OF MARKETING

The Manager of Marketing is responsible for leading and guiding the marketing efforts of the firm internally and externally to continuously advance and drive the firm forward. As we look to evolve the reputation, brand, and identity of the firm in the region, the Manager will focus on strategy and implementation of content, expertise, public relations, promotion, advertising, social media, and other ideas and trends to elevate the marketing of the firm. We are creative thinkers-doers, so the role requires the Manager to develop and produce content (written documents, proposals, graphics, etc.) as well as ideate and brainstorm new approaches and solutions to market our firm in the A/E/C marketplace. In addition to managing the Marketing Department team, the Manager will support the efforts and needs of the Business Development team who are internal 'clients' of the Marketing team.

POSITION RESPONSIBILITIES

- Take a proactive approach in terms of generation of thoughts, ideas, and new ways of marketing our firm.
- Develop ideas, content, and strategies to build our reputation and brand.
- Collaborate with Business Development and Market Sector leaders to drive the strategic planning for the firm's marketing efforts.
- Support the Market Sector leaders with the planning, coordination, writing, editing, preparation and production of direct client submittals, proposals, and other marketing efforts.
- Provide support, mentorship, and guidance to the Marketing team in the performance of their respective marketing functions.
- Develop and maintain standards and guidelines for firm's image and promotional materials, and for quality management of promotional materials and proposals.
- Attend community events to enhance profile in the community, build personal network of connections, and become a 'face' of the firm.
- Conduct market research regarding trends, client needs, and competitors.
- Oversee the development and on-going production/maintenance of specific marketing materials, including award submittals, client testimonials, eNewsletters, social media, and the website
- Coordinate the creation of digital assets, including project photography and video content
- Lead publicity efforts and advertising in local media and in other client and private publications.
- Work alongside K-12 Directors to aid K-12 clients in the marketing efforts necessary to promote upcoming bond proposals
- Coordinate marketing training and public relations programs designed to engage all TowerPinkster team members to enhance the image of the Firm.
- Oversee the management of a centralized system/database to house and monitor all marketing materials.
- Stay up-to-date on marketing trends and coach team members on development and implementation of new marketing techniques.

- Provide quality control for proposals and other written materials generated to maintain a high quality of appearance and expression.
- Coordinate and lead the monthly marketing meeting with the business development team and develop the agendas for the meetings. Participate in weekly business development call to provide insight on proposals, marketing team efforts, and other updates.
- Develop an annual strategic marketing plan for the Marketing Department.
- Coordinate annual marketing plans and identify marketing initiatives for each market sector with sector leaders.
- Create the marketing budget for the Marketing Department.

POSITION COMPETENCIES

- Act with integrity and trust.
- Ability to lead and support a talented team.
- Work well in a collaborative team environment.
- Effectively communicate both verbally and in writing.
- Work under pressure and multitask in order to meet aggressive deadlines.
- Maintain a strong sense of focus and confidence under varying workloads.
- Have excellent organizational and time management skills.
- Ability to work with people of varying work styles.
- Able to contribute positively in a fast pace team environment.

POSITION QUALIFICATIONS

- Bachelor Degree in Marketing or related field. Master's preferred.
- Ten years or more of relevant marketing leadership experience.
- Public speaking skills and presentation skills.
- Advanced level of professional writing skills.
- Public Relations and communication experience.
- Technical marketing skills.
- Creative eye for graphic layout of marketing materials.
- Working knowledge of desktop publishing and design software.
- Participation in Professional Organizational Memberships.

We are committed to design integrity, quality, and environmental responsibility. Our doors opened in 1953 with just six people and now we have more than 150 of the best employees in Michigan. It is our people who make us different. We have the freedom to explore new ideas, the tools to create innovative strategies and the talent to inspire our clients through interactive design. Our expertise and collaborative, client-centered

approach means the best ideas rise to the top. TowerPinkster received the 2018 National 101 Best and Brightest Companies to Work for Award and the 2016 Best Firm Award from Zweig Group.

We are proud of this achievement and are thankful for our client relationships, our generous communities and all the employees who contribute to TowerPinkster's exciting and creative culture. Our supportive work environment helps employees reach their career goals, and we have fun doing it!

www.towerpinkster.com. We are an Equal Opportunity Employer.