

HamiltonAnderson

Marketing Manager/Specialist

The primary role of the Marketing Manager/ Specialist is to coordinate the firm's promotional activities, social media / digital strategy and provide graphic design support. Manage and execute all firm proposals, presentations, qualifications, and graphics/communications. Help manage the growth and development of business for HAA in collaboration with Principals. These tasks will include lead identification, support client relationship management, public relations, and the development and implementation of marketing strategies and programs.

- Provide strategic input on key marketing initiatives
- Develop and implement digital marketing strategy (Social Media, Website, etc.)
- Coordinate public relations efforts: press releases, publications submissions, media list, etc.
- Manage internal and external communications
- Coordinate all company photo shoots and project photography; maintains database of photos
- Design and manage production of graphics for all brochures, holiday cards, presentations and various marketing materials/corporate communications as needed.
- Maintain graphic standards (colors, logos, fonts, templates) to be used internally and externally
- Manage marketing supply closet
- Design, produce and coordinate award submissions
- Employee resume maintenance and updates
- Project Profile development and updates
- Proposal development and coordination, as needed

Business Development

- Works with firm Principals and Market Leaders to carry out business development activities
- Assist in setting goals, objectives, budgets and strategies for new business opportunities with Market Sector Leaders
- Help identify prospective growth opportunities and new project leads
- Assist in establishing contact with client prospects; coordinates firm introductions
- Help build creative alliances and strategic partnerships
- Oversee coordination of business development conferences and events
- Oversee maintenance of all business development, marketing files, client meeting notes, etc.
- Assist in evaluating AEC trends, industry forecasts and competitor analyses

Knowledge, Skills, and Abilities

- Must excel in deadline driven environment;
- Must have strong writing and proofreading skills;
- Proficiency in advanced features of all MS Office products and in intermediate features of graphic software programs; graphic capabilities/awareness
- Ability to handle multiple responsibilities with flexibility;

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- Ability to communicate with confidence and professionalism;
- Ability to work tactfully and cooperatively with a diverse group of staff, clients, and vendors to establish and maintain cooperative and effective working relationships with others;
- Ability to analyze situations accurately and adopt an effective course of action;
- Knowledge of office practices, procedures and guidelines;

Education and Experience

- Marketing and/or Business Degree from an accredited university or college
- 3-5 years' experience in marketing and/or business development