



MANAGER OF BUSINESS DEVELOPMENT/MARKETING

JOB DESCRIPTION

Seeking a full-time Manager of Business Development/Marketing with seven to ten years of professional experience. This individual will share responsibilities in the leadership of the Communications/Marketing Department with the Manager of Communications. These two managers will work together and support one another through cross training and collaboration to accomplish the work of the department.

ESa (Earl Swensson Associates) provides design services in architecture, interior architecture, master planning and space planning for healthcare facilities, senior living communities, hospitality venues, educational campuses, corporate office clients and arts and community clients across the country. The 60-year-old firm is based in Nashville, TN.

Position: Full time with benefits

Base Salary: Based on experience/expertise

Travel: Some travel required

SHARED RESPONSIBILITIES - MANAGER OF COMMUNICATIONS AND MANAGER OF BUSINESS DEVELOPMENT/MARKETING

- Setting Marketing strategy/goals with leadership and communicating the firm's annual Marketing plan
- Collaborating with the Graphics team, leadership and designers to develop and execute marketing and communications materials
- Maintaining/growing ESa's visibility in the market
 - Client base – existing and potential/new
 - Design sectors
 - Marketing approaches, materials and tools
 - Messaging
 - Branding
 - Advertising strategy
 - Storytelling – projects and design innovations
- Gathering data on trends and educating leaders (across all design sectors)
- Providing support to one another in prioritizing workload and meeting deadlines
- Attend industry conferences/events to network as a representative of the firm

RESPONSIBILITIES - MANAGER OF BUSINESS DEVELOPMENT/MARKETING

- Proposals (RFP's, RFQs, RFIs), Promotional Packages, create "Leave Behind" materials
- Bio development/updates
- Research/gather background information on potential and new clients
- Conference marketing, involvement and board displays
- Identify and pursue public speaking opportunities for thought leaders within the firm
- Nurture organizational relationships and networking opportunities
- Award submissions
- Print/electronic advertising
- CRM (Client Resource Management) and client database content, including follow up with potential clients
- Promotional items

QUALIFICATIONS

Required

- Seven to ten years of Business Development/Marketing experience
- Bachelor's degree in Marketing, English or equivalent
- Strong interpersonal skills with proven ability to work collaboratively and lead individuals within a high-performing team

- Proven writing skills and experience developing marketing collateral materials and other forms of communication
- Ability to multitask, prioritize and work calmly under the stress of multiple deadlines
- Detail oriented with demonstrated organizational and proofreading skills

Preferred

- Experience developing proposals (RFP's, RFQs, RFIs)
- CRM experience

Software Skills

- Microsoft Office Suite (including Word and Excel)
- Adobe Acrobat