

# Marketing Manager

Workshop Architects is seeking a **Marketing Manager** to join our dynamic team. The person in this role ideally possesses experience and understanding of the A/E/C industry. They should be motivated to work collaboratively with others to spearhead proposal execution, communication, media relations, social media as well as be the 'go-to-market strategist' for all practice areas. They will support business development and advance the mission and vision.

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## WHO WE ARE:

Workshop Architects is a 21-year-old nationally recognized architecture, strategic planning, interior design, and research firm headquartered in Milwaukee, WI.

-Our practice specializes in local and national student life facilities ranging from \$25 - \$100 million in size as well as clients in Workplace, Housing and Hospitality.

-We are talented, enthusiastic professionals with diverse backgrounds and a simple goal - create experientially rich spaces - reflective of the communities they serve. Visit our culture, background, and design portfolio at [www.workshoparchitects.com](http://www.workshoparchitects.com)

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## WHAT YOU WILL DO:

Marketing Strategy:

- Develop and implement strategic marketing campaigns, internal and external communication, award submittals, social media presence, and other marketing collateral
- Elevate Workshop's strategic and national visibility with social media strategy and content
- Manage website and social media content and strategy
- Coordinate client and prospect marketing packages, award submissions, and special occasion outreach
- Assist in the development of and organization of materials for speaking engagements, conference presentations, and networking opportunities
- Design, prepare, organize, and maintain standard qualifications statements, proposal text, project description, and resumes which reflect firm strengths and client benefits
- Purchase, track and update marketing materials as needed

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## PROPOSAL RESPONSES:

- Manage and 'own' the RFQ/RFP process, including adherence to requirements, coordination of responsible parties, preparation, and proofing as well as printing, binding, mailing, as applicable
- Write and assemble significant portions of tailored proposal content
- Assist in interview preparation, including creating presentation materials, handout collateral, and providing rehearsal direction and feedback to the team.

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**BUSINESS DEVELOPMENT SUPPORT:**

- Research and classify potential leads, opportunities, clients, and competitors to include identifying potential teaming arrangements and win strategy
- Research and fact-find on possible and specific pursuit, client, and visibility opportunities
- Keep opportunities organized and aligned with brand strategy; recommend and support to firm colleagues ideas for client event management, marketing functions, and networking opportunities
- Provide professional association and trade show strategy for firm visibility, presentations, and involvement; provide support for materials and involvement needs
- Coordinate firm-wide participation at professional association conferences and trade shows, including registrations and shipping of materials

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**EXPERTISE:**

- Presentation, interpersonal, and written communication skills
- Organization, planning, and prioritization abilities
- Ability to thrive in fast-paced environment while managing multiple deadlines
- Unfailing integrity and commitment to teamwork
- Ability to think strategically and act tactically
- Experience with design (e.g., Adobe Creative Suite) and MS Suite software
- Familiarity with social media platforms, utility, and analytics

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**EDUCATION AND EXPERIENCE:**

- Preferred Bachelor's degree in Communication, Marketing or technical related field
- 5 plus years marketing experience in the architecture, engineering, construction or real estate development industry

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**WHAT WE OFFER:**

- Full or part-time opportunities with competitive compensation
- Medical, dental, vision and 401(k) with company contribution