

DES Architects + Engineers offer tremendous growth opportunities for talented professionals in the San Francisco Bay Area. Join our firm and work on amazing projects that captivate your interest, maximize your potential and transform the design experience for our clients and the communities in which we live.

MARKETING DIRECTOR

We are seeking a Marketing Director to lead the Marketing organization in our firm. Your efforts will focus on building capabilities which enhance the DES brand, generate new business and strengthen our position as a preeminent firm in the San Francisco Bay Area.

RESPONSIBILITIES

Strategic Direction

- Prepare a strategic plan designed to build capability and generate new business for the firm
- Manage the brand evolution, decision-making and communications around our brand promise and market position
- Ensure the plan includes market sectors, target industries and leverages client relationships for new projects and referrals
- Develop a training plan for partners and staff to invigorate market awareness and business development

Marketing

- Facilitate strategic direction and marketing plan development
- Build a CRM process to enhance client relationships, loyalty, brand value
- Obtain feedback on the DES brand promise and client experience
- Leverage connections, SMPS, industry organizations to enhance visibility
- Ensure that public relations and collateral material reinforces brand direction and market awareness
- Conduct research to understand DES positioning in target markets
- Manage proposal development, interview materials and documentation
- Assist with the pitch strategy, preparation of the team and follow-up actions, when successful
- Participate in organizations, industry associations, attend events to create brand visibility
- Responsible for the annual Marketing, Business Development plan and budget
- Design reporting tools to measure results and guide future investment

Business Development

- Prepare BD plans for each market sector and target industry
- Strengthen client, contractor, consultant relationships to generate new project opportunities
- Create an awareness on the importance of leveraging values in common with potential clients to build strong relationships leading to new business
- Collaborate with HR to identify skill gaps; design a BD training curriculum
- Coach Principals on effective BD interaction utilizing role play & scripts

Staff Development

- Build capabilities in leaders and staff to strengthen for market position and new business
- Mentor and coach teams to improve their individual and collective effectiveness
- Ignite a commitment to the DES brand promise and client experience
- Create an environment of open communication, respect and trust
- Commit to the learning and development of marketing and business development staff

QUALIFICATIONS

- Bachelor's Degree in marketing or related field
- 8-10 years of Marketing or Business Development experience, preferably in the architecture, engineering, construction industries
- Track record of building collaborative relationships with leadership teams and influencing measurable outcomes
- Proven ability to create and enhance client relationships
- Built credibility through persuasive internal and external communications
- Experience in storytelling, visual communications, social media platforms
- Proficient in research, reporting, MS Office, Adobe Creative Cloud Suites

ABOUT US

We design innovative, sustainable solutions in technology, life sciences, healthcare, education and the broader development community. DES Architects + Engineers have created workplace, learning and healing environments for our clients in the San Francisco Bay Area for the past 45 years. We bring a full-scope, integrated design approach to our clients with professional services in architecture, interior design, civil and structural engineering, landscape architecture, visual communications and sustainable design. Our commitment to design excellence through collaboration defines the growth opportunity for our People – learn, develop and apply creativity to the unique vision of our Clients in an engaging, supportive and friendly 'family oriented' firm culture.