



architecture
planning
interiors

Marketing & Business Development Manager

Job Description

BCA Architects is experiencing unprecedented growth throughout the State of California and is expanding our marketing department by seeking a full-time Marketing & Business Development Manager. The ideal candidate will possess a minimum of 10 years' experience in a marketing role within the A/E/C industry and will support BCA's offices statewide. This is a leadership position that will be based in the Sacramento Studio and will report directly to BCA's President. This person will be supported by a Senior Marketing Coordinator located in the same office. The person who holds this position is responsible for championing BCA's marketing and business development strategy and implementation.

BCA offers a Competitive Benefits and Compensation Package, including:

- Support of professional memberships
- Flexible work hours
- Collaborative work environment
- Incentive-based bonuses
- Medical/Dental/Vision coverages
- Disability
- Life insurance
- Paid holidays
- Vacation
- Worker's compensation

JOB REQUIREMENTS

The Marketing & Business Development Manager will work in collaboration with BCA's President, manage one staff member and be responsible for managing BCA's marketing and business development efforts, proposal development, client relations, market development, events, conferences, etc. with little to no supervision. This person may be required to travel to various A/E/C conferences, proposal-related meetings and other BCA offices as necessary. Must be a self-starter and motivated to achieve success. Specific job responsibilities include:

Business Development

- Collaborate with and support BCA Principals in overall business development efforts, including initiating and developing contact with potential clients and securing new clients and projects.
- Lead client relationship building and maintenance efforts.
- Develop strong relationships with clients, consultants and colleagues, including contractors, engineering consultants and construction managers.
- Identify, organize and attend conferences, seminars and workshops in order to foster networking ties.

Research/Lead Finding

- Perform market research including lead finding in key market segments and being a "market champion" in select markets (K-12, community colleges, commercial and civic), including knowledge of key market concerns, current and future trends, players, competition and standard procedures for procurement of services.
- Identify potential projects being planned in the firm's core businesses, in regions where the firm is interested in working.
- Participate in go/no-go discussions with firm Principals to determine whether to pursue a specific prospect.

Overall Marketing Management:

- Manage and author all marketing-related processes and procedures.
- Facilitate annual and bi-annual review of firm's strategic plan with BCA leadership.
- Work with Principals and other key individuals to develop a marketing plan that defines strategies by market sector; and that details communication and promotion/public relations efforts.
- Develop marketing budget and monitor actual spending to assure conformance to budget. Where budgets have been exceeded, define ways to bring expenditures back into conformance with budget.
- Responsible for overall marketing staff training and management.
- Set direction for marketing file organization and direct support staff in the maintenance of marketing assets and library of information.
- Firm Image: Work with firm's executive management to ensure firm brand is maintained and strengthened, including reinforcing positive attributes of the firm.

RFP/Q's & Interviews

- Manage and assist marketing support staff in the preparation of RFP/Q responses as well as preparation of visual materials for use in competitive presentations. May include writing RFP/Q response narratives.
- Quality control of all Statements of Qualifications and Proposals.
- Strategize and coach interview teams to prepare for shortlist/competitive presentations.
- Where appropriate, initiate contact with owners to understand selection criteria and explore ways to increase chances of winning. Attend pre-proposal or pre-interview briefings with key Principals and/or Project Managers, as appropriate.

Public Relations & Recognition

- Provide strategic direction to marketing support staff for all Public Relations activities, including media outreach, implementation of corporate identity, authoring articles, campaigns/collateral to target audiences, press releases, advertising, design award submissions, etc.

Website & Social Media

- Enhance and maintain firm's website, including developing content and keeping information up to date and relevant.
- Work with President and marketing support staff to maintain BCA's social media presence (Facebook, Twitter, etc.).

Requirements

Minimum requirements include:

- Undergraduate degree in business, marketing, communications or related field (preferred)
- Excellent writing and verbal communication skills
- Strong proficiency in Adobe Creative Suite products
- Experience with CRM databases (such as Deltek Vision, Cosential, Salesforce, etc.)
- Experience managing and mentoring other marketing staff
- 10 or more years of experience in a marketing role within the A/E/C industry

Competencies Related to this Position

- Worker/Doer/Seller
- Positive/People oriented attitude
- Self-motivated (without need for daily management)
- Exceptional communication skills, both internal and external
- Strong writing ability and experience
- Strong graphic arts ability and understanding
- Superior organizational, planning and prioritization skills
- Motivational leadership skills
- Interpersonal skills – integrity, role-model, team-player, supportive
- Handles pressure
- Assertive
- Strong decision making skills
- Goal oriented
- Energy – whatever it takes stamina, proven hard worker
- Desire to create a hard working but fun office culture, and likes to have fun!

Applications should be directed to:

Brian Whitmore, AIA, LEED AP - President

BrianW@BCAarchitects.com [916] 626.1303 M