PICKERING ASSOCIATES
Architects • Engineers • Surveyors

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Director of Marketing Strategy & Communications

Pickering Associates seeks an energetic, knowledgeable professional to lead our Marketing specialty for the organization! This individual will develop and implement marketing strategies, lead the marketing team, manage proposals and campaigns, oversee brand communications, and supports business development to drive client engagement and project opportunities.

The successful candidate will be responsible for designing and executing strategies that promote our services, enhance brand visibility, and attract new projects. You will act as a bridge between technical teams and clients, ensuring that marketing efforts effectively showcase our expertise.

Key Responsibilities

- Marketing Strategy Development: Craft comprehensive marketing plans aligned with the firm's business goals and target sectors.
- Proposal and Presentation Management: Lead the creation of client proposals, presentations, and interview materials, coordinating with Directors and project staff to ensure high-quality submissions.
    - Developing proposals and presentations tailored to client requirements.
- Content and Brand Oversight: Develop and manage marketing materials including brochures, emails, press releases, website content, and social media campaigns, maintaining brand consistency and quality.
- Lead Generation and Client Engagement: Identify potential project opportunities, qualify leads, and shepherd them through the sales process using CRM tools.
- Event and PR Coordination: Represent the firm at industry events, networking functions, and conferences; manage press releases, awards submissions, and publications.
- Digital Marketing and Analytics: Oversee SEO, social media campaigns, email marketing, and web analytics to measure and optimize performance.
    - Coordinating content creation and approval for digital and print materials.
- Budget and Resource Management: Prepare and manage the marketing budget, allocate resources efficiently, and justify expenditures based on ROI.
- Team Leadership: Direct and mentor marketing staff, foster collaboration across teams, conduct performance evaluations, and coordinate workload.
    - Collaborate with leadership to track strategic marketing goals and KPIs

Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, Business, or related field.
- 3–8+ years of marketing experience, with at least some exposure to A/E/C services; proven experience in proposal management, digital marketing, and business development preferred.
- Proficiency with CRM platforms, Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office, and analytics tools; familiarity with web content management systems (e.g., WordPress).
- Strong communication, project management, strategic thinking, creativity, adaptability, and leadership abilities. Ability to collaborate with technical staff and stakeholders effectively.