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## DIRECTOR OF MARKETING

### Role Overview

SHP ([www.shp.com](http://www.shp.com)) is searching for an enthusiastic, strategically-focused individual to take on the role of Director of Marketing. This individual will hold the ultimate responsibility for the firm's marketing activities. Will implement and direct firm-wide marketing and business development planning, strategy and measurements including: client cultivation, retention and maintenance; branding; proposal development and content strategies; communications, social media and public relations infrastructure; and firm positioning for profitability and growth. Will work in coordination with practice leaders of our core market segments (Education, Workplace, and Community). Will oversee and manage firm-wide marketing team and functions and coordinate all activities with the Business Development Director and team. Will also have extensive interaction with the firm ownership.

### Education and Experience:

- 10-15 years of experience in the AEC Industry
- Bachelor's or Master's Degree in Marketing, Business Administration, Architecture, Planning, Engineering or related design field

### Skills:

- Gregarious, strategic, high energy, inspirational and motivational team player with the ability to think holistically
- Minimum of 10 years' experience in marketing, communications and public relations with demonstrated leadership and success of building programs and winning work
- Strong strategic, leadership, organizational, creative, analytical, and communication skills
- Strategic thinker who can connect vision and strategy to tactical execution
- Strong organizational development skills with confidence to develop and delegate while managing cross-functional teams
- Demonstrated skills, knowledge and experience in the design and execution of marketing communications and public relations initiatives
- Experience and knowledge in market research and trend analysis methodologies
- Demonstrated ability to effectively communicate, engage, collaborate and build trust with clients, general public and staff
- Self-motivated, ability to work independently or collaboratively with all types of people

SHP Leading Design is an equal opportunity employer. We provide a competitive salary, performance bonus, and an excellent benefits package. Throughout our 119+ years in business, we've worked really hard to foster a familial culture with a healthy work/life balance.

If you're interested in learning more SHP and joining our team, please submit your resume and portfolio (if applicable) via our career page at [www.shp.com](http://www.shp.com) or to [tball@shp.com](mailto:tball@shp.com)