



Marketing Manager

GTM Architects has an exciting opportunity for a Marketing Manager position. The purpose of this position is to support and advance GTM's marketing initiatives by providing the support and coordination of the firm's marketing strategies and efforts. We are seeking a dynamic individual with 3 to 6 years' experience to add to our award-winning team located in Bethesda, Maryland.

This position will support our multiple design teams with varying focus. We require an organized leader, someone that will thrive collaborating with different stakeholders and shifting priorities. This individual should also be savvy in designing publications with influential content to strategically position GTM for proposals and social media. Moreover, this person must be passionate about staying current on built environment industry marketing trends; liaise with various marketing industry groups and events for our professional staff's attendance, all while being willing to tackle other marketing and administrative team related projects.

Job responsibilities include:

- Coordinating with team leaders to establish short and long term marketing goals
- Preparing written and graphic marketing material using InDesign, Photoshop, Excel, Canva, Word, & Powerpoint, experience with InDesign preferred
- Managing website and related content, experience with WordPress and Mailchimp preferred
- Coordinating with staff for their participation in trade conferences, networking events, article submissions, and community outreach opportunities
- Coordinating all professional photography, including scouting and conducting project photoshoots as required, and maintaining in-house photography content
- Coordinating Project Signage (ordering and installation) during Construction
- Assisting & coordinating the efforts of PR consultants, articles submissions, clients & publications on public relations
- Managing Award submissions & providing support
- Maintaining Social Media & assisting with content development
- Maintaining digital marketing in a user-friendly data base system, and select printed materials in office
- Requests for Proposals (RFP) including, organizing & keeping the architectural team on schedule, supporting Graphics and written copy, and compiling final submissions, experience with architectural or built environment RFPs preferred

The ideal candidate should have the following skills for consideration:

- Minimum 3 years' experience in the field of marketing, preferably related to the Architectural, Interiors, Engineering or Construction (AIEC) Industries
- Self-motivated with an ability to independently solve problems and exercise sound judgement with minimal direction
- Experience coordinating marketing campaigns, AIEC experience preferred
- A firm grasp on various marketing platforms, channels, and best practices, including social media and digital marketing
- Strong writing and proofreading skills with attention to detail in all work
- Graphic design skill/experience
- Highly creative, passionate, and forward thinking
- Excellent organizational skills, strong work ethic, efficient, reliable and a team player
- Proficiency with Microsoft Office and Adobe Programs
- Bachelor's degree in Marketing, Communication, Architecture, Interior Design or related field preferred; Experience may be substituted for education

Benefits:

- Business casual attire, exceptional paid time off accrual, paid holidays & paid overtime at all levels
- 401K, Profit Sharing & Stock ownership opportunities (GTM is 100% employee-owned)
- Excellent medical, dental, vision, short & long term disability, life insurance, flexible spending accounts, and dependent care; 100% employer-paid HRA account for use towards medical expenses
- Pre-tax program for parking & transit expenses
- Paid family leave applicable to all employees following the birth of an employee's child or the placement of a child with an employee in connection with adoption or foster care
- Fruit and variety of healthy snacks, coffee, soda machine, filtered water & tea available in office every day
- AIA/NCIDQ/USGBC Lunch and Learn & Product Happy Hours hosted weekly in our office
- Assistance & encouragement for licensing, professional development, certifications & memberships
- Mentoring programs with internal growth focus
- Culture driven volunteering & firm wide events throughout the year: JDRF, Gingertown, vote-based Summer Fun firm-wide activities (e.g. Nats Game, Farm Visit, etc), quarterly catered studio-lunches, monthly birthday celebrations, happy hours, and more!

GTM Architects is a full service, award-winning residential and commercial architecture firm offering services in planning, architecture, and design. Established in 1989, GTM has grown and diversified for 35+ years while maintaining its collaborative culture and commitment to excellence in both service and design. With an office in Bethesda, MD, GTM serves clients in the Washington, DC metropolitan area and more than thirty states nationwide. GTM Architects is an equal opportunity employer. Qualified candidates may submit their resume and portfolio/marketing samples to employment@gtmarchitects.com.