

II BY IV DESIGN

MARKETING MANAGER

ROLE OVERVIEW:

We are seeking a dynamic and visionary Marketing Manager who is a team player and thrives in a creative environment and has a passion for global design culture. In this role, you will collaborate closely with our Partners, CFO, and Director of Design and Business Development, with the support of our Marketing Coordinator. Your mission will be to support the marketing efforts and brand awareness by building new relationships and strengthening existing ones. You will continue building on our brand's identity, adapting strategies to meet the evolving landscape of business and design. This role requires a creative, strategic thinker who can identify new markets and expand the reach of our existing offerings through impactful marketing and media initiatives.

QUALIFICATIONS/EXPERIENCE

- 8+ years' experience in a research/development, marketing, branding and media roles with increasing responsibility - preferably in interior design or architecture
- Working with existing content to further implement brand strategies, research and development; digital and traditional marketing efforts
- Management of marketing budgets with Partners, CFO and Director of Design & Business Development
- Managing and mentoring of Marketing Coordinator
- Excellent proficiency in Adobe Creative Suite, Microsoft Office, and WordPress
- Proven experience with writing in a professional design context
- Knowledge of producing narrative-based marketing content
- Ability to communicate design intent concisely with words/visuals/graphics
- Understanding of Google Analytics and Social Media Analytics
- Post Secondary or Masters degree in Marketing, Communication, Design and/or Business

MAJOR RESPONSIBILITIES & TASKS

This position's responsibilities include but are not limited to the following items:

General Marketing:

- Become familiar with II BY IV DESIGN and REPUBLIC OF II BY IV's portfolio of work, areas of practice and firm capabilities
- Oversee, maintain and create marketing materials, portfolios and presentations with Partners and Marketing Coordinator – includes making templates, layouts, image editing, and being able to adapt material to suit specific audience (working with already established content)
- Oversee and coordinate professional photography and manage image assets with Partners and Marketing Coordinator
- Oversee and maintain II BY IV DESIGN and REPUBLIC OF II BY IV website; upload content and edit as needed with Marketing Coordinator

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- Oversee and write creative copy for award submissions, project case studies, quarterly newsletters and media articles as needed. Creating a presentation and organizing content for the Quarterly Town Halls and updates as required with Marketing Coordinator
- Oversee and prepare portfolio presentations for new project interviews and client pitches with Partners, Director of Design & Business Development and Marketing Coordinator
- Work with The Partners and Director of Design & Business Development to develop the Strategic Marketing Plan
- Create and organize marketing materials to support business development
- Oversee and manage with Marketing Coordinator II BY IV DESIGN and REPUBLIC OF II BY IV's social media platforms, including LinkedIn, Instagram and other social media outlets; create timely and relevant content, respond to comments and queue up content calendars
- Manage the press releases, articles, blog and social networking posts and other promotional materials
- Oversee and implement strategic, targeted, and comprehensive, regularly-scheduled and special electronic communications, such as email campaigns for II BY IV DESIGN and REPUBLIC OF II BY IV newsletter audiences
- Liaise with external agencies and vendors as needed
- Assist in coordinating photo shoots of projects and products as required
- Maintain the marketing meeting agenda and content with Director of Design & Business Development and Marketing Coordinator and present to Partners weekly

Business Development and Strategies:

- Assist Partners, Director of Design & Business Development with strategies for new clients and partners' initiatives that may include cold calling, emailing or other forms of communication
- Assist Director of Design & Business Development in implementing and maintaining CRM database
- Assist Director of Design & Business Development in responding to and follow up on leads research and contact potential opportunities to research and promote different revenue channels
- Collaboratively work on critical thinking and market research to identify potential prospects
- Evaluating our market presence and develop and maintain brand positioning
- Conduct quarterly marketing plan review with Partners and Director of Design & Business Development
- Attend industry and networking events as required to promote the brand
- Work with established content and execute marketing research and competitive analysis
- Assist Director of Design & Business Development in building and executing a marketing strategy to support existing clients, new clients and new lines of business

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Proposal / RFP Responses:

- Working with existing documentation and communication tools to development proposals, RFP responses, and other documents in response to requests from prospective and existing clients
- Work with the Partners, Director of Design & Business Development and CFO to identify and coordinate the appropriate content for the RFP responses
- Conduct a thorough review and analysis of client RFPs and documentation to identify their requirements and scope of work
- Is able to understand architectural drawings for establishing scope of work
- Assist the Partners, Director of Design & Business Development and CFO for any questions or clarification requests related to the RFP from the client or customer
- Ensure that the RFP submission is complete, detailed, accurate, and meets all formatting and submission requirements for the client as established in the RFP
- Ensure RFP responses are submitted on time and comply with all requirements and milestones by establishing project priorities and due dates by the client
- Oversee and maintain our library of standard proposal collateral, templates and data resources to create high-quality and accurate responses for future reuse
- Review and maintain the current document of RFP win-loss information for record purposes

Branding:

- Maintain current branding standards
- Oversee and maintain web standards and presence through the use of technologies and web design specialists with the Marketing Coordinator
- Oversee and identify on-line brand standards to be used on social network platforms
- Oversee and identify new brand development opportunities
- Oversee that all traditional and digital marketing efforts align with brand standards

Awards and Competitions:

- Research new awards and assess participation
- Manage award deadlines with the Marketing Coordinator
- Oversee the preparation of content (photos, descriptions, etc.) and submit projects for considerations with the Marketing Coordinator
- Track and monitor competition results
- Prepare and distribute communication with clients and partners of any media outlets for project recognition, announcements, awards that can be used for further media communications

Writing:

- Working with Partners, Director of Design & Business Development and Marketing Coordinator
 - Social media content
 - Website content
 - Award submissions
 - Proposals
 - Case studies
 - Staff bios
 - Press releases
 - Blogs/Newsletters

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Graphic Design / Photo and Video Editing:

- Working with Partners, Director of Design & Business Development and Marketing Coordinator
- Excellent visual eye
- Ability to create professional templates and layouts
- Understanding of colour story, visual balance, composition and lighting
- Proficiency in Adobe Creative Suite – Photoshop, InDesign, Adobe Premiere
- Understanding of video editing and formatting
- Ability to translate reports into visual presentations
- Creative thinking and visual communication

Media Management:

- Working with Partners, Director of Design & Business Development and Marketing Coordinator
- Media relations including development of campaigns and social media
- Define media strategies to support marketing plans
- Write and distribute press releases for news, project launches, and special events
- Identify successful media relationships and potential new associations both locally and internationally
- Generate public relations leads
- Oversee and implement social media plan, including Instagram, LinkedIn, and other relevant platforms, to broaden awareness of the firm
- Manage media list, keeping it up to date with relevant contacts

VALUES, CORE SKILLS & BEHAVIOURS

- Lead by example through your own actions, behavior and attitudes
- Directs Marketing Coordinator both positively and in a constructive manner, gives input to the Partners, CFO and Director of Design and Business Development
- Acts and participates as a senior member of the Leadership Team
- Works collaboratively with the II BY IV DESIGN Team to live the company values in a manner that generates excitement, enthusiasm, alignment and commitment to action consistent with the brand identity
- Develop trust-based relationships with Partners, CFO and Director of Design and Business Development and Marketing Coordinator and establishes him/herself as a credible source of expert advice and guidance
- Takes on challenging conversations with Studio Operations and guides others to live to the II BY IV DESIGN company values
- Surfaces and addresses any employee issues that might arise
- Fosters a culture that promotes ethical practices, inclusiveness, passion and encourages individual integrity, accountability and responsibility
- Ability to motivate, influence and inspire others to achieve greatness
- Shares insights and learnings
- Generous, collaborative and nourishing leader, giving others space and tools to grow

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CONFIDENTIALITY

Both during employment and after, employees of the firm will not disclose confidential and proprietary information learned during the course of their employment unless disclosure is required by law. Please refer to the Employment Contract and the Employee Handbook for further clarification.