



Andropogon Associates – Employment Opportunity

Position: Marketing Manager

Years of Experience: 5-7 years

Location: Philadelphia, PA or Raleigh, NC

Work Environment: Hybrid (Office-Based + Occasional Work-from-Home)

Travel Required: Yes (Occasional Inter-Office Travel)

Compensation: Salaried Position, Commensurate with skill level

Position Description:

Founded over forty years ago, Andropogon is a landscape architecture and ecological design firm committed to the principle of “designing with nature,” creating beautiful and evocative landscapes inspired by the careful observation of natural processes and informed by the most recent environmental science. Please visit our [website](#) for additional Firm information. Our offices in Philadelphia, PA and Raleigh, NC are expanding and in need of a highly skilled leader with proven expertise in marketing to help facilitate business development pursuits, targeted marketing, and client relations.

Due to the ongoing COVID 19 pandemic, the tasks associated with this position will be accomplished remotely (Work-from-Home) and gradually transition to hybrid (Office-based + Occasional Work-from-Home), followed by in office. The timing of this transition will depend on the recommendations established by local public health agency guidelines. Company-wide office protocols and protection measures have also been implemented to ensure the health and safety of all staff that are required to intermittently enter the office to complete tasks (printing, scanning, etc.) that cannot be done from their home office.

Please provide a portfolio of work, including writing samples, examples of previous marketing and communications strategies along with a resume and professional references. Applicants who do not meet the minimum professional experience level or technical skills will not be considered.

Candidate Qualifications:

- Minimum 5 years professional experience in marketing or communications at a design-related (Landscape Arch., Architecture, or companion industry) company
- Experience in a management role is desired
- Confident, driven, and dynamic leader with exceptional organizational skills
- Analytical and creative
- Entrepreneurial mindset with the ability to identify untapped markets, design partnerships, and business opportunities
- Exceptional verbal, written, and interpersonal skills
- Effective time management skills and the ability to multi-task
- Extensive experience with the project pursuit process, including Request for Qualifications (RFQ's), Request for Proposals (RFP's), and proposal preparation
- Extensive experience coordinating multidisciplinary team proposals for public and private sector markets, including familiarity with State, Local, and Federal procurement processes

- Familiarity with current social media marketing techniques and demonstrated experience in creating successful marketing and business development (BD) materials
- Knowledge of relevant software:
 - Microsoft Office Suite
 - Adobe Illustrator and InDesign
 - Deltek Vision, Vantagepoint, and GovWin
 - Web analytics (e.g. Google Analytics, WebTrends etc.)

Candidate Responsibilities:

Project Pursuits:

- Initial screening/review of incoming project opportunities (ex. RFQ's & RFP's)
- Facilitate project initiation process for new pursuits
- Oversee weekly marketing meetings
- Track and coordinate all project pursuits and outcomes
- Coordinate proposal assembly and submissions with internal design team members and/or outside design team consultants (ex. Architects, Engineers, etc.)
- Compile supplemental proposal documents such as forms, worksheets, etc.
- Work in a support role with the leadership group in executing the following tasks:
 - Review of Request for Qualification (RFQ) and Request for Proposal (RFP) documents
 - Facilitate Go / No-Go decision-making process
 - Quality review of draft proposal submissions
 - Project interview preparation

Marketing:

- Coordinating the day-to-day marketing activities of the marketing support team
- Provide editorial review and input for ongoing marketing material updates that are released on behalf of the company
- Assembly of marketing brochures and supplemental materials with graphic design team
- Manage social media presence and direct programs to improve social media reputation and recognition
- Coordinate all media contact and ensure that the company consistently gets print and digital coverage
- Work in collaboration with the leadership group in executing the following tasks:
 - Develop/Manage standardized marketing documents and procedures
 - Establish marketing strategies for the company
 - Develop a measuring system for determining the success of marketing pursuits

Business Development:

- Analysis of competitive environment and market trends
- Work in collaboration with the leadership group in executing the following tasks:
 - Establishment and implementation of comprehensive BD strategy, and annual targets/goals
 - Develop and communicate company-wide BD policies
 - Meet regular BD objectives by providing leadership group with appropriate tools, materials and presentations

Education Requirements:

Undergraduate or graduate degree in Marketing, Public Relations or an applicable design field

Contact Information:

Darren Damone, principal + director of practice development

Email: Careers@andropogon.com