

BUSINESS DEVELOPMENT SEGMENT LEADER

Milwaukee/Madison/Tucson/Chicago architectural firm seeks highly motivated, dedicated, creative team player to work with segment leaders and subject matter experts for various private and public sector markets in support of multiple offices.

This is a full-time position in the Milwaukee office although exceptional candidates will be considered for the Chicago and Madison offices. The Business Development Segment Leader will be expected to spend significant time in the field and in our various offices coordinating and collaborating with the broader BD/Marketing team and with Market Segment Leaders. This position requires the ability to travel independently to various project and client sites as well as the firm's various offices.

The Marketing + Business Development team member will be at the forefront of our firm's strategic development. The ideal candidate will be enthusiastically responsible for generating new business within existing and new market segments through business development and marketing efforts. The successful candidate for the Business Development Manager position will possess these qualifications:

Education:

- Bachelor's Degree in any field is required. A degree in Business or Marketing preferred.

Experience:

- 2-5 years of positions in marketing, preferably in a similar industry, with a focus on business development.
- Experience supervising and managing development activities and coordinating with a supporting professional marketing and graphics staff.
- Knowledge of architecture, planning, or construction industries is preferred.
- Experience in a national/regional marketplace is a plus.
- Experience working in a mid-sized, flexible and employee-empowering work environment.

Knowledge

- Lead tracking using SharePoint and similar tools.
- Detailed knowledge and use of production tools including Microsoft applications and Adobe InDesign used in the production of proposals, marketing materials, advertising and related documents.

Skills

- Demonstrated "big picture" outlook and ability to provide actionable advice and input across the company. Familiarity in market segment research, including shifts in markets and targeted assessments for potential client's key issues. Overall marketing strategy and execution of plans for existing services. Working with professional teams to manage new service development. Planning and managing launch campaigns for new services.
- Ability to plan, coordinate, monitor, and manage the efforts of changing teams of diverse and creative employees.
- Strong and effective written communication skills including application and refinement of firm lexicon across proposals, PR, website, and other written communications.
- Strong and effective verbal communication skills including demonstrated effectiveness in holding conversations with customers, customer evangelism, and customer-focused service development and outreach. Willing and able to be the initial contact in business development pursuits.
- Cooperative planning of effective, branded marketing communications across platforms with internal marketing team and outside media, marketing, and PR groups.

- Experience in Internet and social media strategy and technology.

Graphic design skills related to planning and producing marketing materials. Content creation is valuable but not essential.

Characteristics

- Commitment to continuous learning and continuous improvement for both the individual and for the entire Business Development / Marketing team
- Proactive mindset, tenacity, interpersonal skills, high emotional intelligence.