



Job Title: **MARKETING MANAGER**

Reports To: Director of Marketing/ Multifamily Studio Lead

Classification: At-will; Exempt

ABOUT AO:

WE are better together.

Here at AO you're not just a number, you're family. We believe in casual Fridays, company sponsored events, annual holiday parties, picnics, bowling and more. As the host of Toastmasters International, we seek to expand one's confidence in public speaking, leadership and teamwork while providing both professional and personal growth. With collaborative work spaces and driven coworkers AO welcomes creativity, learning, and lasting relationships.

Since its founding in 1974, AO has evolved from a 2 man single office to an award winning full service firm spanning a campus of 5 buildings in Orange and additional offices in San Diego and Santa Clara, an engaged staff of 270+ souls and 12 Studios (Multifamily, Retail, Hospitality, Restaurant, Mixed Use, Office, Industrial, Parking, Landscape, Modular, Science and Technology and Global Design). Just like Historic Old Towne Orange where we are located, AO is family focused, hardworking and built to last. AO believes in the power of relationship. Everything we do is motivated by what it takes to be effective and successful for our clients. We value service, our people, a roll up your sleeves attitude and continuous improvement. If you are young in your career, come grow with us. If experienced, come get better with us. There is no one like you, and there is no place like AO.

A NOTE FROM US:

At AO we are always on the lookout for exceptional talent looking to join our organization.

Summary:

The Marketing Manager will work under the Director of Marketing and Multifamily Studio Lead to perform various marketing functions related to the daily operations of the department and firm. As part of a collaborative marketing department, this position requires the simultaneous management of various projects and responsibilities aimed at upholding the company brand, supporting business development efforts, and contributing to an uplifting culture.

Below is a list of the core expectations and the duties and responsibilities associated with this role.

Core Expectations:

- Establish positioning, identify target audiences, and develop comprehensive marketing plans
- Execute creative marketing campaigns from start to finish, maintaining budgets and schedules
- Establish collaborative team environment, leveraging support from within the marketing team and company-wide
- Identify and implement best practices that contribute to successful marketing processes and strategic campaigns
- Analyze and report across multiple platforms, extracting key insights for future campaign development and providing recommendations on value-add tactics
- Execute multi-channel communications across internal and external social media and digital platforms, maintaining alignment with key messaging tracks

Duties and Responsibilities:

- Manage an Organized Marketing Arsenal
 - Develop and maintain project sheets, materials, portfolios, and information
 - Oversee, create and design marketing collateral
 - Manage marketing assets including photography, write-ups, awards, etc.
- Generate Proposals, RFPs, and SOQs
 - Lead RFP process, developing timely and complete proposals
 - Manage proposal content using established templates
 - Organize tactical plans and internal teams
 - Draft written responses
- Manage Effective Multi-Channel Communications, both Internal and External
 - Manage social media, intranet, email and website activity
 - Gather, develop, and disseminate project information
 - Coordinate client and public relations activities
- Effectively Manage a Focused Marketing Team While Remaining an Active Team Player
 - Oversee Marketing Coordinator(s)
 - Manage team workflow and marketing processes
- Organize Company Events and Culture Activities
 - Develop and execute compelling company programs and events aimed at building teams and culture
- Coordinate and Uphold AO Corporate Brand Standards
 - Ensure quality control of all marketing materials
 - Work with AO team to execute standards cross-functionally through various departments

Education and/or Experience

- Bachelor's degree in business, marketing, communications or related field
- Minimum five years of marketing experience plus 2 years of supervisory experience
- Experience working within the AEC Industry a plus
- Highly Proficient in Adobe Creative Cloud Suite (CCS) and Microsoft Office Suite
- Highly Knowledgeable across social media platforms and digital communications software
- Experience with marketing automation, CRM tools, and related applications

Skills Required

- Strategic and creative thinker who can develop and execute ideas
- Excellent oral, written, and verbal skills in the English language; second language a plus
- Excellent organizational and communication skills
- Positive attitude and can-do personality
- Proactive self-starter with strong time management skills
- Proficiency creating layouts and graphics
- Dynamic team player
- Work Environment

BENEFITS:

We offer all the benefits of a big firm, with all the human connection of a small one. You will never be a number at AO. Come join our community.

Partial list of benefits:

- Full Suite of Medical, Dental, Life & Supplemental Insurance
- Ongoing Education and Exam Reimbursement

- Most Medical Plans fully paid for employee only coverage
- Company Paid Basic Life Insurance & Long Term Disability
- Retirement Plan, Health Savings and Flexible Spending Accounts
- Overtime Compensation for Hourly Employees
- Paid Vacation, Holidays and Sick Time
- Flexible Schedule
- Rail Station one block from campus with participation in tax-benefited Metrolink rider program

HOW TO SUBMIT YOUR RESUME:

Please apply directly through our Website at www.aoarchitects.com

Or copy and paste the link below:

<https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=16143&clientkey=E03D692347E20995CF41277C3DF4D75A>