

MARKETING MANAGER

OJB Landscape Architecture

Solana Beach, CA

\$95,000 - \$115,000

Please apply to careers@ojb.com

Contact

Laura Conway

Human Resources Representative

lconway@ojb.com

OJB Landscape Architecture is seeking a Marketing Manager to be based in Solana Beach, CA. This hands on role is responsible for working with a team of dynamic and highly creative professionals with a focus on project pursuits, client communications, and collaborative engagement. As a full-time member of the Marketing Team, this person will be responsible for managing the proposal process, developing interview presentations, coordinating awards submissions, aligning messaging across all communications platforms to our brand, and communicating with leaders across the firm regarding market and project opportunities.

Job Functions:

- Responsible for managing all stages of the proposal development process from prospect to interview. This will include preparing and developing content, graphic design, and layout to ensure compliance with solicitation documents, editing, and producing final deliverables within required timelines.
 - Creating or offering suggestions for persuasive, strategic, and effective messaging, converting text to images/diagrams that will resonate with clients and align with OJB's brand.
 - Writing new text and/or tailoring existing materials, which may include interviewing staff/technical experts, to incorporate win strategies into text, meet RFP requirements, and provide customized, compelling, and effective RFP responses.
- Serving as a key member of the larger OJB marketing and business development team (Pursuit team), supporting firmwide marketing projects and efforts.
- Maintaining and developing new relationships with consultants, technical advisors, and other experts to assist the Pursuit Team in creating the most strategically positioned and technically competent team to win the work.
 - Supporting lead tracking and marketing-related strategic decisions.
 - Understanding the competitive environment as well as thoroughly researching the client groups to maximize project win potential.

Qualifications:

- Bachelor's degree in Landscape Architecture, Architecture, Interior Design, Graphic Design, Marketing, Journalism, Graphic Design, Communications or related field.
- Minimum of 5 years proposal and marketing experience in the design, engineering and construction industry is REQUIRED.
- Highly proficient in Adobe InDesign is REQUIRED.
- CRM experience preferred with Vantage Point CRM a plus.
- Excellent planning and organization skills.

- Ability to write and translate technical information in a variety of content styles.

At OJB, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants. OJB believes that diversity and inclusion among our teammates is critical to our success as a company, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.