



January 29, 2026

Notice of Open Position: Senior Marketing Manager

Position Summary:

BCT Design Group is a dynamic and design-focused architecture and design firm known for delivering innovative and creative design solutions across a variety of project types, including mixed-use commercial, multifamily residential, interiors and branding with experiential environmental graphics. We value creativity, collaboration, and a strong brand presence as essential elements in providing superior design services for our clients. We are currently seeking a strategic and detail-oriented **Marketing Manager** to oversee the firm's marketing and external communications at a strategic level. This role is responsible for shaping the firm's market presence, driving growth initiatives, elevating project visibility, and strengthening client engagement across sectors.

The ideal candidate brings deep expertise in professional services marketing—preferably within architecture, design, engineering, or construction—and thrives in a leadership role that combines strategy, storytelling, and operational execution.

This position partners closely with executive leadership, project teams, and business development staff to position the firm competitively and advance long-term goals.

Key Responsibilities

Marketing Leadership & Strategy

- Execute comprehensive marketing and communications strategies aligned with firm growth objectives
- Serve as a key advisor to leadership on brand positioning, market opportunities, and strategic outreach
- Execute marketing plan across multiple studios, sectors, and geographic markets

Brand Stewardship & Creative Direction

- Oversee and evolve the firm's brand identity, ensuring consistent and high-quality representation across all channels
- Create marketing collateral, presentations, and digital content with a strong graphic design sensibility
- Champion compelling storytelling that reflects the firm's values, culture, and design excellence

Business Development Support & Proposal Excellence

- Lead firm-wide pursuit strategy support, including high-profile RFP/RFQ responses, interviews, and client presentations
- Manage and execute proposal development processes, schedules, and quality control
- Collaborate with principals and market leaders to develop win strategies and client-facing messaging

Public Relations & External Visibility

- Drive project publicity through award submissions, media placements, speaking opportunities, and industry partnerships
- Position the firm as a thought leader through strategic content and outreach efforts

Digital & Integrated Marketing

- Oversee and execute digital strategy including website management, SEO, analytics, and email marketing

- Lead social media strategy to increase engagement, recruitment visibility, and brand awareness
- Identify opportunities for campaigns, targeted outreach, and market-specific promotion

Team & Operations Management

- Hire and develop new marketing staff and external consultants including photography, writers, etc.
- Establish marketing workflows, standards, and performance metrics
- Oversee departmental budgeting, vendor relationships, and resource allocation

Qualifications

Required

- Bachelor's degree in Marketing, Communications, Business, Architecture, or a related field
- 7–10+ years of marketing experience, preferably within the AEC (Architecture/Engineering/Construction) industry
- Demonstrated success leading marketing strategy, proposal efforts, and brand development
- Exceptional writing, editing, and presentation skills
- Proficiency with Adobe Creative Suite, Microsoft Office, and CRM/content platforms

Preferred

- Experience managing marketing teams or departments
- Familiarity with architectural project delivery and professional services business models
- Strong network within design and development communities
- Expertise in strategic planning, market research, and competitive positioning

Core Competencies

- Strategic leadership with a growth-oriented mindset
- Strong creative judgment and attention to design quality
- Ability to manage multiple complex pursuits under deadline
- Executive-level communication and collaboration skills
- Proven ability to elevate brand visibility and client engagement

What We Offer

- Leadership role shaping the marketing direction of a respected design practice
- Collaborative, design-driven culture with high-impact projects
- Competitive compensation and benefits
- Opportunities for professional growth and industry engagement

This is a full-time salaried position with benefits. Salary is commensurate with qualifications and experience. Please email cover letter, CV and writing samples in PDF format to Careers@BCTDesignGroup.com with the position title in the subject line.