

# MORRIS & RITCHIE ASSOCIATES, INC.

ENGINEERS, ARCHITECTS, PLANNERS, SURVEYORS,  
AND LANDSCAPE ARCHITECTS



## Marketing Director

MRA is looking for a forward-thinking, strategic, and creative Director of Marketing with strong business acumen, sound judgment, and the ability to balance high-level strategy and hands-on execution. You will serve as a strategic partner to the firm's leadership to strengthen MRA's market position, communicate its value and help win more work, attract top talent, and support long-term growth.

The ideal candidate brings a strong understanding of marketing principles, experience in the AEC/CRE industry, and the ability to provide structure, consistency, and strategic direction to the firm's marketing efforts.

The position offers flexibility in work location; however, this is not a virtual or remote role.

## About MRA

MRA is an engineering, planning, surveying, and architecture firm with over 230 employees and 10 offices throughout the Mid-Atlantic and Southeast. We are committed to excellence in the areas that matter most: the work product, client experience, and project outcomes.

When you join our team, you become part of a culture that cares as much about your professional growth as it does about your personal goals. We invest in every individual on our team, providing ongoing support and guidance for you to excel.

Here, you have limitless opportunities to grow your skills, contribute to challenging landmark projects, positively impact communities and develop meaningful relationships with clients, colleagues, and industry peers.

## Responsibilities

### Big Picture: Strategy and Market Intelligence

- Develop annual and multi-year marketing strategies and provide recommendations to the MRA leadership to ensure alignment of marketing initiatives with the firm's business objectives and strategic priorities.
- Conduct market research and analysis and translate findings into actionable recommendations that support pursuit strategies, geographic expansion, and long-term growth planning.
- Stay abreast of market shifts, marketing trends, and emerging technologies and proactively advise MRA leadership on how these trends should inform marketing and business development strategies.
- Advise MRA leadership on the firm's participation in industry events, professional organizations and other activities that increase MRA's visibility, reinforce its positioning and strengthen market differentiation.
- Regularly report to leadership on marketing activities and progress toward agreed-upon marketing objectives.

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### Day to Day: Brand and Marketing Communications

- Serve as steward of the firm's brand across all channels and touchpoints; provide ongoing firm-wide brand training and education to leadership and employees.
- Develop marketing and promotional materials aligned with the MRA brand and growth goals and support the firm's seller-doers in business development efforts.
- Develop clear, relevant, and audience-focused content and communications across multiple marketing channels, ensuring alignment with the firm's messaging and business goals.
- Manage proposals, qualifications, presentations, and other pursuits-related deliverables, including writing/editing, and file production (InDesign).
- Lead digital marketing efforts, including website management, intranet updates, email marketing, and social channels.
- Lead internal communications efforts and collaborate with HR and recruitment teams to ensure clear, consistent, on-brand communications throughout the candidate and employee experience.
- Collaborate with the leadership to increase visibility of MRA leaders/SMEs in the industry and community through speaking engagements, awards, and industry involvement.

### Continuous Improvement: Marketing Infrastructure and Operations

- Develop and continuously evaluate marketing policies, processes, tools, and technologies and implement improvements to increase efficiency, quality, and effectiveness of marketing operations.
- Establish and maintain marketing structure, databases, and asset library (including developing and managing a process for obtaining project photography).
- Maintain accurate, up-to-date client, project, and technical staff data; monitor data quality and resolve inconsistencies; and implement ongoing improvements to information processes to streamline marketing and pursuit efforts.

### Qualifications

#### The ideal candidate is:

- Forward-thinking, results-oriented self-starter with the ability to balance long-term strategic vision and day-to-day execution, manage competing priorities, independently solve problems, and exercise sound judgment with minimal direction.
- Skilled at effectively communicating with technical staff and senior leadership, strategically navigating a multi-stakeholder decision-making process, and building consensus without diluting outcomes.
- An exceptional project manager with impeccable attention to detail and a strong sense of accountability and ownership of work product.

### Education and Experience

- A degree in Marketing, Communications, or a relevant field.
- 7+ years of marketing experience, including AEC/CRE experience.

### Technical Skills

- Tech-savvy, fluent in Microsoft Office 365 and Adobe CS (high-level proficiency in InDesign is required).
- Proficiency with (or aptitude for quick learning) WordPress CMS, BST database, SharePoint intranet, email marketing and other common marketing platforms.
- Excellent writing and editing skills.

## Compensation

- Salary and vacation will be negotiated based on experience.
- MRA offers a comprehensive benefits package, which includes, but is not limited to:
  - Annual Bonus Potential – your hard work deserves to be rewarded
  - Comprehensive Health Coverage – including Medical, Dental, Vision, plus Health Savings and Flexible Spending Accounts
  - Peace of Mind – with Company-paid Life Insurance and both Short- and Long-Term Disability Insurance
  - Invest in Your Future – through our 401(k) with Company Match
  - Education Assistance Program – helping you continue to grow and learn
  - Employee Assistance Program – free access to short-term counseling, financial coaching, legal consultations, life coaching, and more
  - Peak Health Wellness Plan – personalized nurse consultations, no-cost lab work, and ongoing wellness support
  - Stay Connected & Inspired – with free memberships to professional societies
  - Professional Development – Seminars, Conventions, Lunch & Learns, Mentoring, and Software Training to help you reach your goals
  - Referral Bonuses – bring great people on board and get rewarded
  - Recognition That Matters – we celebrate achievements big and small with our Employee Recognition Program
  - Team Spirit & Fun – enjoy company picnics, events, and a welcoming, supportive work environment

## Contact

All inquiries should go to:

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