

Business Development & Marketing Manager



APPLY TODAY!

RESUMES@SMANDF.COM

Don't wait another day to begin the rest of your future...email your .pdf formatted cover letter with salary requirements and resume. EOE

Are you inspired by your passion for strategizing, promoting teamwork, forging gratifying business relationships, and engaging with the community? Do you have experience preparing winning marketing materials? Want to be part of a collaborative team with a progressive, yet small firm environment without all the red tape where your innovative ideas can really make a difference? If you have working experience in A/E/C firms, you thrive in a fast-paced setting, and you have strong interpersonal skills, then applying for this Business Development/Marketing Manager position with Speight Marshall Francis may be the precise fit for you!

SPEIGHT MARSHALL FRANCIS COMPANY OVERVIEW

In business for 26 years, our 38-person firm is known for our innovative structural engineering design solutions, exceptional responsiveness to client requests, and assertive "can do" mentality. Between two offices in Virginia Beach and Richmond we employ structural engineers licensed to practice in 31 states and perform engineering services for a well-established public and private sector client base. Recent award-winning projects in Hampton Roads include:

- ~ Kellam High School and Old Donation School, Virginia Beach
- ~ The Main-Hilton Hotel and Convention Center, Norfolk
- ~ Summit Pointe Development, Chesapeake
- ~ The Leaning Tower of Granby Historic Renovations/Conversion to Savoy Apartments, Norfolk
- ~ Town Center Mixed-Use Developments, Virginia Beach
- ~ Glass Light Hotel & Gallery, Norfolk
- ~ Kempsville and Bow Creek Recreation Centers, Virginia Beach
- ~ STIHL USA, Inc. Headquarters, Virginia Beach

Visit www.smandf.com to learn more about the firm or follow us on social media via Instagram @speightmarshallfrancis, LinkedIn or Facebook.

POSITION OVERVIEW

We are seeking a full-time Business Development/Marketing Manager professional to support our business development and marketing efforts for both our Virginia Beach and Richmond offices. The winning candidate will serve as first-line BD/marketing contact for the company and be responsible for supervision of Marketing/Communications Specialist, strategic planning, budget, CRM management, RFP & project leads management, marketing proposals & interviews, event planning, and internal marketing. Immediate goals are to create and lead proactive business development & strategic planning, promote entire team involvement & accountability, build & maintain client relationships, engage in community involvement, implement CRM platform, create efficient & superior RFP responses, and lead event planning with an ultimate objective of forging rewarding relationships that align with our dynamic, established company culture, values & strengths.

- ~ Permanent, full-time position
- ~ At our modern Virginia Beach office located at 1228 Perimeter Parkway, Suite 201 Virginia Beach, VA
- ~ Excellent benefits package
- ~ Salary commensurate with experience

POSITION RESPONSIBILITIES

Responsibilities will include, but are not limited to, the following:

- ~ Create BD/marketing plan which details budget and strategies for actions for teamwork to maintain and broaden our clients, strengthen our portfolio in different market sectors, and increase profitability and efficiency
- ~ Promote accountability and team involvement for BD tasks
- ~ Build new client relationships and maintain current relationships through meetings, presentations, community involvement, special events, etc. Short term travel will be required mainly in the Hampton Roads area and occasionally to Richmond.
- ~ Collaborate with Marketing/Communications Specialist to prepare compelling marketing content and graphics to meet RFP deadlines and support business development
- ~ Supervise and collaborate with Marketing/Communications Specialist
- ~ Implement, maintain and ensure effective use of CRM platform
- ~ Lead event planning and internal marketing
- ~ Offer input on social media content and website

QUALIFICATIONS AND SKILL REQUIREMENTS

- ~ Bachelor's degree preferred in marketing, communications, or related field
- ~ 8+ years of experience in A/E/C business development and marketing position
- ~ Certified Professional Services Marketer (CPSM) certification a plus
- ~ Proficiency in Adobe Creative Cloud platform
- ~ Proficiency in Microsoft Office (Excel, Word, and PowerPoint)
- ~ Mastery of marketing and business development fundamentals
- ~ Basic understanding of architecture, engineering, and construction concepts and terminology
- ~ Outstanding communication and writing skills and knowledge of professional service firms best practices
- ~ Strong organization and time management skills
- ~ Self-motivated and independent as well as work effectively with a team
- ~ Reliable track record meeting deadlines with minimal supervision
- ~ Motivated to continuously learn new techniques and implement to keep the firm competitive and forward-thinking

ALSO SEE OUR MARKETING/COMMUNICATIONS SPECIALIST AD.



SPEIGHT
MARSHALL
FRANCIS