



Marketing & Business Development Manager

Location: Brooklyn, NY (Hybrid)

Posted: July 7, 2022

Experience Level: Mid/Senior level

Type: Full-time, permanent

Pay: Salary, exempt; \$70,000-\$90,000

Overview

We are seeking a full-time Marketing and Business Development Manager to join our marketing team. This role will report to and work collaboratively with our Partners and Marketing team. The Manager will lead marketing initiatives across SITU's three divisions on wide-ranging initiatives aimed at promoting current projects, securing new work and supporting long-term growth. Importantly, this role will also be focused on finding brand synergies across SITU Studio, SITU Fabrication and SITU Research. In addition to the cross-functional responsibility for brand and marketing management of the three divisions, the role will also have Business Development responsibility within SITU Studio, our architecture division. It is anticipated that the role will be split 50/50 between the overall brand management of SITU and the Biz Dev responsibilities within the Studio division.

Day-to-day responsibilities for this position include, but are not limited to:

- Lead Marketing and Business Development team through various project priorities
- Meet with potential clients to develop industry partnerships and new opportunities
- Work collaboratively with Partners and team to develop marketing strategy based on performance data and business alignment
- Lead all outreach cycles and marketing programs with the support of the Business Development Associate and the Marketing & Graphics Associate
- Plan and manage all marketing collateral (pitch decks, website, social media, and email marketing campaigns) with our Marketing & Graphics Associate
- Manage all marketing projects through ideation, planning, implementation, and closing phases
- Contribute to KPI and ROI performance reporting
- Generate reports related to marketing campaigns and outreach pipeline for review
- Steer market research and analysis to support development and execution of business and marketing strategies
- Develop and organize prospecting data (lead generation) with Business Development Associate
- Management and upholding standards of CRM database; delegate maintenance tasks, as needed
- Oversee and delegate marketing administrative tasks
- Lead and manage all marketing and business development related events

Qualifications

- Bachelor's, Associate's degree, or equivalent work experience
 - 4-6 years of B2B marketing or business development experience (We are open to your experiences! These could include architecture, marketing, contemporary art, data entry, PR, etc.).
- Proficient with CRM, Productivity, and Project Management softwares
 - Familiarity with Copper, Google Workspace, Monday.com, and Google Sheets preferred
- Experience leading teams with a solutions-first attitude
- Ability to stay organized and rigorous in an independent/remote workflow when needed

SITU

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situ.nyc

- Demonstrated attention to detail and accuracy
- Strong (clear and effective) written and spoken communication skills
- Ability to multi-task and work cross-functionally between varying projects and priorities
- Excellent organization and time management skills in a cross-collaborative working environment
- High EQ with ability to negotiate and discuss complex and sensitive material
- Creative problem solving
- Comfort with navigating ambiguity and excited to build new processes
- Knowledge and desire to deepen understanding of the AEC industry
- Must be eligible to work in the U.S.

We offer great benefits, reasonable working hours, and the opportunity to support creative, thoughtful projects in a dynamic environment. Benefits include employer health (including two fully funded options), dental, vision, life, and long term disability insurance plans, One Medical membership, paid vacation and holidays, and other perks such as subsidized CitiBike memberships and highly reduced parking passes through the Brooklyn Navy Yard. After a year of work, you are eligible to contribute to a company 401(k) plan with a 4% employer match.

About You

We don't know you yet, but we imagine that you have a broad set of interests and skills, and that you wouldn't be happy focusing on just one of them. You have been working in a business-related field (preferably in the AEC industry, but open to other industry backgrounds) for at least 2-4 years, possess a strong independent, organized, and data-minded skillset and are looking for a company to get excited about.

At your core, you are a creative problem solver who knows how to apply your wide-ranging knowledge and skills to new and unfamiliar challenges with a small team. Your experiences have equipped you with a strong sense of initiative and troubleshooting, and you understand how to independently organize and implement research data for scalable marketing initiatives. You are passionate about connecting people in architecture and creative fields, so you enjoy ideating and experimenting on the fly, but you also strive to systematize our workflows whenever appropriate. Overall, you are someone who is dedicated to producing good work, and you understand that supporting your team and knowing when to ask for help are both key to achieving that goal.

About Us

SITU is an unconventional architecture practice using design, research, and fabrication for creative and social impact. The company was founded in 2005, in Brooklyn, New York, by four friends studying architecture at the Cooper Union. We've shaped our practice out of the multi-disciplinary style of our education, and have grown through working with clients who value a progressive approach to problem-solving. We now employ a staff of 35+ people.

Our process is client-specific, adaptive and driven by a diversity of deep knowledge, untethered from any stylistic or formal agenda. This allows us to work out-of-bounds, using new tools of architecture to generate unique outcomes.

Our practice is composed of three divisions—Studio, Research, and Fabrication—that work collaboratively while providing individual services. This keeps prototyping, research and development, and hands-on craft elemental to our creative process.

Learn More

<http://situ.nyc>

Application Instructions

Please send your application materials to work@situ.nyc with the subject line 'Marketing and Business Development Manager 2022.'

Include, as a single (1) PDF attachment:

- a cover letter telling us about yourself, what excites you about the opportunity, and what you can bring to the position

- your resume
- three (3) references
- Optional: a portfolio and / or 3 relevant work samples that will enrich our understanding of you and your experience.

No phone calls, please.

SITU is committed to diversity, equity, and inclusivity in the workplace and beyond. We encourage all of our employees to bring their original, authentic, and multifaceted selves into the company. As an equal opportunity employer, we do not discriminate based on race, color, religion, national origin, age, gender, sex, ancestry, citizenship status, mental or physical disability, genetic information, sexual orientation, veteran status, or military status. We highly encourage all qualified candidates to apply.