



Director of Marketing and Business Development

Summary: Emerio Design is a full-service civil engineering, land surveying, land use planning, and construction management company, and Oregon's 4th largest BIPOC-owned business. We are seeking a dynamic Director of Marketing and Business Development to drive increased market presence, brand awareness, project acquisition and communication with an eye toward growth. This team member will serve as a key representative of the firm to clients and the community, as well as a member of the Leadership Team.

Duties and Responsibilities include the following:

Marketing Responsibilities

- Develop strategic business and marketing plans, working with company leadership to accelerate growth
- Expand existing marketing efforts, alongside team, to increase awareness, improve messaging, identify new opportunities, and connect with past clients
- Create new strategies and activities to build on the reputation of Emerio and drive growth across all markets
- Be a champion for effective communications within the company; communicating brand standards and driving adoption through staff engagement
- Identify opportunities for improved branding and ensure consistent messaging internally and externally
- Hold marketing programs up to the highest standards firm-wide to ensure activities meet or exceed goals while validating company-wide efforts adhere to brand best practices
- Own reporting and communication of marketing impact while driving opportunities for optimization and engagement
- Monitor and control funds for marketing activities, as well as efforts by other teams to increase firm visibility

Business Development Responsibilities

- Devise strategies, in partnership with the team, to drive a predictable and scalable lead pipeline across both public and private business development efforts, with a focus on growth and expansion
- Evaluate RFP opportunities ongoing from current clients as well as other known entities, ensuring each is able to be completed in a timely manner
- Enhance the Go No Go and RFP processes currently in place, and identify opportunities for stronger responses and better practices to drive success

- Manage responses to RFPs and client requests, convening the appropriate internal teams to provide feedback and expertise to aid in securing new opportunities
- Create and manage processes for responding to new business opportunities across public and private sectors -
- Develop and maintain a strong business network to connect with current and prospective clients across both public and private organizations
- Work collaboratively with internal teams to understand client engagement and ensure new project details are vetted
- Identify opportunities to build the company's profile in the community with clients, peer organizations and business associates
- Work with staff and leadership to create a plan for attending key events, including participating in some afterhours commitments yourself

Supervisory Responsibilities

- Supervise the marketing support and business development staff across the firm
- Manage resources across team to make the most of team member strengths, and overarching company strengths
- Foster an environment of clear communications, sound employee relations, and opportunities for professional growth and development
- Work collaboratively with outside resources to obtain additional expertise and bandwidth
- Develop and maintain an effective department through interviewing and selecting, training, reviewing, coaching, mentoring and motivating employees
- Other duties as assigned

Education/Experience:

- 10+ years of sales and/or marketing experience, inclusive of:
 - 5+ years of experience in strategic marketing planning and execution with a focus on client acquisition and RFP response management.
 - Experience measuring and analyzing the results of marketing activities.
- 3+ years of team management experience
- Bonus for any previous work in AEC core services including civil engineering, transportation, water resources, land surveying, construction management, and land use planning.
- Bachelor's degree in business, marketing, communications, or related field – Considerations will be made for equivalent combination of education and experience.



We're looking for someone who can:

- Read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations
- Demonstrate strong writing skills, from proposals and reports to business correspondence and marketing communications
- Effectively present information and respond to questions from groups of managers, clients, customers, and the general public
- Exhibit excellent problem-solving skills, particularly in scenarios with many variables to consider
- Interpret a variety of instructions provided in written, oral, diagram, or schedule form
- Is proficient in Microsoft Office; spreadsheet software; network drives, email, internet browsers, and management systems as dictated by project requirements
- Valid Driver's License required

About Us:

At Emerio Design, we're focused on people and communities, and treating one another with integrity and respect. Emerio is a place where excellence is rewarded, leadership is honest and trustworthy, and gratitude is shown often. And we welcome humor and fun along the way! Employees can look forward to benefits including (but not limited to): 100% company paid premiums for health and alternative care, professional growth training and classes, and generous PTO commensurate with industry tenure. View our full list of benefits at EmerioDesign.com/Careers

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Physical Demands:

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands; reach with hands and arms and talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.