

JOB DESCRIPTION – MARKETING & BUSINESS DEVELOPMENT MANAGER

JACKSON, MISSISSIPPI

WHO WE ARE

Architects + Engineers (+ Landscape Architects + Interior Designers) - Working together under the same roof. CDFL has a history of building spaces and relationships that stand the test of time. Our unique collaborative approach brings together a wide range of talents on every project.

Since 1961, CDFL has celebrated ideas and the way an integrated team can inspire each other to reach new heights. And we have proven our expertise in delivering projects that are both aesthetically striking and financially responsible. No wonder so many of our clients return to work with us again and again. When our talents come together around a client's needs, there is nothing we cannot achieve.

ROLE

The Marketing and Business Development Manager will work to build and preserve trusting relationships with new and existing clients. The position should find ways to outperform our competition and maintain CDFL's positive image. The position requires an excellent communicator, able to work with firm Principals to build rapport with clients. This position should be filled by a strategic thinker with an analytical mind and strong problem-solving skills.

The position should be filled by someone who either has an established understanding of the A/E Design profession or has a desire to learn and understand the A/E Design Profession.

CONTACT

For inquiries on this position, contact Chris Myers at cmyers@cdf.com. For more information about our firm, visit www.cdf.com.

CDFL is an Equal Opportunity Employer and participant in the U.S. Federal E-Verify program. Women, minorities, individuals with disabilities and protected veterans are encouraged to apply.

INTERNAL DUTIES

- Oversee branding, advertising, and promotional campaigns with the goal of increasing CDFL brand awareness and market share.
- Work with Firm Principals to develop and manage the marketing department's budget.
- Analyze market trends and preparing forecasts.
- Evaluate and optimize marketing strategies.
- Keep Principals informed of marketing strategies and trends.
- Work with CDFL graphic designer to maintain and update the firm website.
- Work with CDFL graphic designer to maintain and update all marketing materials.
- Oversee response to and track all RFP/RFQ submissions.
- Manage and arrange extracurricular office activities.

EXTERNAL DUTIES

- Manage and post content to CDFL's Social Media accounts (LinkedIn, Twitter, Instagram, and Facebook)
- Promote our brand at trade shows and industry-related events.
- Represent CDFL at community, professional, and social events.
- Maintain and build positive relationships with existing clients, including making personal visits with or without Principal engagement.
- Approach potential clients to establish relationships, including making personal visits with or without Principal engagement.

QUALIFICATIONS

- Exceptional analytical and problem-solving skills.
- Strong time management and organizational abilities.
- A minimum of two years' experience as a marketing manager.
- Developed and extensive personal network,
- Willingness to travel.
- Proficiency in Adobe Graphic Suite programs.
- Proficiency in Microsoft Office.
- Membership in SMPS a plus.
- Exceptional writing skills.

CDFL CULTURE

CDFL is committed to providing a work/life balance within a family-friendly environment. Benefits include employee medical insurance (with dental, vision, and disability options), paid holidays and paid time off. In addition, when applicable, CDFL offers a flex work schedule that allows for an extra day off every other Friday. Other benefits include 401K and bonus opportunities.