

## Marketing Communications Manager

### ABOUT WESTGROUP DESIGNS

Westgroup Designs (WD) is a comprehensive Planning, Architecture and Interior Design firm headquartered in Irvine, California. Founded in 1989, WD is a woman-owned business that values passion, integrity, execution, teamwork and an enthusiasm for discovery. We specialize in educational, civic, healthcare, and commercial facilities, ranging from tenant improvements and renovations to new ground-up buildings and campuses.

### PRIMARY RESPONSIBILITIES

The Marketing Communications Manager will be responsible for managing and implementing WD's marketing and communications functions in partnership with our Marketing Communications Specialist and Director of Strategy. The ideal candidate will thrive in a dynamic work environment, and whose enthusiasm, problem-solving skills and winning attitude will contribute to the success of a high-performance team. Responsibilities include:

- Marketing Collateral Management & Production – Managing and executing the production of RFQ/P responses, marketing collateral and presentation materials.
- Editorial/Events/PR/Awards Management – Managing and implementing WD's Editorial, Events, PR and Awards Calendar.
- Brand Communications – Crafting compelling editorial stories about WD's brand, projects and services.
- Department Resource Allocation – Scheduling the department's resources to successfully meet short-term deadlines and long-term goals.
- Quality Management – Ensuring the firm's marketing and communications materials reflect brand design excellence, technical quality, on-time delivery and financial success.
- Aligning Strategic Priorities – Collaborating with Business Development teams to execute strategic marketing priorities for all market sectors and facilitate Go/No Go discussions.

### ESSENTIAL SKILLSETS & REQUIREMENTS

- Education – Bachelor's Degree, preferably in Marketing, Communications, Art History, Journalism.
- Experience & Industry Knowledge – 3+ years of relevant experience, with a full understanding of the AEC industry RFQ/RFP process and requirements for both the public and private sectors.
- Visual Communication Direction – A talent for integrating data, market research, culture and context, written content and visual aesthetics to develop comprehensive messaging strategies to inform, engage, direct and motivate a respective audience.
- Editorial Communication Expertise – Strong, versatile writer with a flair for storytelling. Must grasp basic concepts beyond just proofreading, such as key message, audience and purpose, and brand voice.
- Technical Proficiency – Exceptional aptitude in Adobe InDesign with a strong knowledge of layout principles, design systems, grid structures, paragraph and object styles, and master pages.
- Management – Strong organization and time management skills with a proven ability to manage multiple time-sensitive projects and team resources to meet deadlines.
- Strategic Business Acumen – Keeness and quickness in understanding and dealing with business situations in a manner that is likely to attain the firm's strategic priorities.
- Interpersonal Skills – Ability to get along with others. You must be able to forge relationships and collaborate with a variety of team members.
- Digital Aptitude – Must understand the tenets of social networking, writing for the World Wide Web, and be confident in using digital tools for sharing online. Experience with Deltek Ajera or Vision a plus.