Marketing Communications Manager

About Westgroup Designs

Founded in 1989, Westgroup Designs (WD) is a woman-owned business that provides comprehensive Architecture, Planning, Interior Design and Branding services. We specialize in educational, civic, healthcare, and commercial facilities, ranging from tenant improvements and renovations to new ground-up, multi-story, multi-building campuses.

What We Offer

- Collaborative, supportive and fun office culture, which was recognized in 2015 as one of the Top 30 Best Places to Work in Orange County by the Orange County Business Journal. Employee wellbeing and professional development are central to our culture, including weekly Lunch-n-learns, CEU sessions, industry event participation, monthly wellness initiatives and flexible working hours with half-day Fridays.
- Located in the Google Center, our Irvine office is newly expanded and remodeled with a modern, open office design for staff to enjoy generous day-lighting, collaborative workspaces and break-out areas, and a quiet lounge area. The Google Center campus features onsite parking, several cafes and multiple outdoor seating areas.
- Competitive salaries commensurate with level of education, experience and leadership potential.
- Work alongside industry leaders who specialize in workplace strategies, health & wellness design, and learning environments.
- Comprehensive benefits package that includes health, dental and vision care; holidays and PTO; profit-sharing; and 401(k).

Primary Responsibilities

The Marketing Communications Manager will be responsible for managing and supporting the implementation of all WD’s marketing and communications functions in partnership with our Marketing Communications Specialist. The ideal candidate will dove-tail our growing department and 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.

- Marketing Collateral Management - Managing and overseeing the production of RFQ/P responses, marketing collateral and presentation materials, including leading work plans, drafting content, providing layout direction, and proofreading.
- Editorial/Events/PR/Awards Program Management – Managing and overseeing 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 is required.
• Aligning Strategic Priorities – Collaborating with Business Development teams to execute strategic marketing priorities for all market sectors (Education, Healthcare, Commercial, Civic) and facilitate Go/No Go discussions.
• Mentorship - Providing hands-on mentorship to empower, grow and develop the team’s Marketing Communications Specialist.

Essential Skillsets & Requirements

• Education - Bachelor’s Degree, preferably in Marketing, Communications, Art History, Journalism or other related field.
• 3+ years of relevant experience preferable, with a full understanding of the AEC industry RFQ/RFP process and systems for both Public and Private projects.
• 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 (e.g. clients). These strategies will be applied to print collateral (brochures, proposals, posters, packaging) and digital media (website, social media, presentations).
• 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, reach and frequency 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, master pages and typography.
• 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 – Keenness and quickness in understanding and dealing with business situations in a manner that is likely to attain the firm’s strategic priorities.
• Interpersonal & Mentorship 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.