

## MARKETING MANAGER

*GWWO seeks a creative and agile marketing professional with AEC industry experience.*

Do you enjoy collaborating with an engaged team to craft compelling messages and winning strategies for project pursuits?

Can you transform brainstorm insights into persuasive masterpieces that weave together tailored text and thoughtful graphics to attract and keep a prospective client's attention? Do you want to work for an organization that values the contributions of its marketing team? And to help take that firm to the next level while growing your own skills and expertise?

GWWO's marketing professionals are an integral part of crafting our vision and the strategies to take us there. In this role you will be called upon to add your voice to the discussion, to create—not just compile—content, and to both think big and delight in details.

### **Responsibilities:**

Your primary responsibility will be to mastermind the development of our customized proposals and interview presentations. From go/no-go decision to debriefing, you will lead the process, engaging with the marketing team members and the firm's leadership and staff to create and deliver well-thought-out and elegantly executed pieces that hit the mark.

Our pursuit decisions are guided by a plan and you will participate in devising that plan, refining it at regular intervals, and championing it internally and externally. You will also mentor the team's marketing coordinator, manage select business development efforts, and compose and maintain the firm's core collateral materials that support our pursuits. Opportunities to participate in other marketing, business development, communications, and firm work will also present themselves.

### **Qualifications:**

- Enthusiastic team player
- Prolific, imaginative brainstormer
- Gifted creative and grammar-conscious writer
- Meticulous proofreader
- Master organizer and time manager
- Self-motivator with initiative to look for and tackle the next steps in projects
- Degree in marketing, communications, public relations, journalism, writing, English, or related field
- 4-10 years (preferred) of marketing experience with at least 2 years in a similar AEC industry role
- Knowledge of InDesign

### **About GWWO:**

GWWO specializes in the design of cultural and educational projects with emphasis on responsible design that is inspirational, evocative, and progressive. The firm's design excellence has been recognized with over 90 local, state, and national awards, including the 2020 and 2021 AIA Maryland Public Buildings of the Year. A selection of our most recent achievements includes Editors' Pick for Best of Practice by *The Architect's Newspaper*; ranking by *ARCHITECT Magazine* as a top firm in sustainability two years running; designation as a leading designer of museums, galleries, and cultural facilities by *Building Design + Construction*; and dozens of Best Places to Work awards based on employee feedback. We currently employ 60 and are located in the historic Stieff Silver building in the city's Hampden neighborhood. We are an equal opportunity employer.

### **Benefits:**

Benefits currently offered by GWWO include a 401(k) plan; profit sharing plan; medical, dental, and vision insurance; pre-tax medical and child-care reimbursement plans; paid professional organization memberships and professional development opportunities; in-house educational seminars; free parking; generous vacation and absence policy; and thirteen paid holidays (including a week off between Christmas and New Year's).

### **Application:**

Please send cover letter, resume, and writing samples to [careers@gwwoinc.com](mailto:careers@gwwoinc.com).

*Selected candidate will work in GWWO's Baltimore office. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.*