



We are looking for a talented and motivated Marketing Manager to join our team and support the firm's marketing, communications, and business development efforts. This is a dynamic, hands-on role that involves both strategic thinking and creative execution. You will collaborate closely with firm leadership and staff to communicate the TLCD brand, promote our projects and people, and pursue new opportunities. The ideal candidate is a creative thinker with strong graphic design skills, excellent communication abilities, and a passion for architecture and design.

## ABOUT THIS ROLE

### Brand and Communication

- Design and produce compelling proposals, presentations, and marketing collateral that reflect the firm's brand and values
- Create and manage graphics for a range of uses including print, digital, and environmental graphics
- Maintain consistency of visual identity across all marketing materials and channels
- Manage the firm's website, ensuring content is current, engaging, and aligned with the firm's messaging
- Plan, create, and schedule social media content across platforms to build awareness and engagement
- Write and edit content for various formats including project pages, blog posts, award submissions, press releases, and newsletters
- Maintain and update project information, staff bios, and core marketing content
- Attend and contribute to weekly marketing/communications meeting

### Pursuits and Business Development

- Collaborate with firm leaders to research and track project leads and identify new opportunities
- Lead and manage the proposal process including developing pursuit strategies, assembling teams and attending pre-proposal meetings
- Self-directed management of content development including assets, writing, and setting internal and external deadlines
- Ensure compliance with submission requirements, coordinate interview preparation, and debriefs. Deliver high-quality digital and print submissions
- Assist with interview preparation, including deck assembly, content organization and team coaching
- Maintain and manage the firm's CRM system and marketing database
- Participate in the development and implementation of the firm's annual marketing and business development goals
- Coordinate and maintain relationships with marketing counterparts at allied consultant firms
- Coordinate with external consultants such as professional photographers, web developers, PR professionals, etc.
- Represent the firm at events, conferences, client opportunities and in professional networks which may involve occasional local travel
- Assist with planning and promoting events such as career fairs, conferences, or firm-hosted gatherings

## ABOUT YOU

### Qualifications

- Bachelor's degree in marketing, Communications, Graphic Design, Journalism, or a related field
- 5-7 years of professional experience in marketing or graphic design (AEC industry experience preferred)
- Strong graphic design skills with proficiency in Adobe Creative Suite (InDesign and Photoshop required)
- Experience working in WordPress websites

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- Excellent verbal and written communication skills, with a high attention to detail
- Strong organizational skills with the ability to manage multiple deadlines and priorities
- Experience with social media management and execution
- Comfortable working independently and collaboratively across teams
- Interest in architecture, design, and the built environment
- Experience with CRM platforms (e.g., VantagePoint) a plus

### WHY TLCD ARCHITECTURE

TLCD Architecture is the leading architecture and interior design firm in the North Bay with 60 years of experience modeled by our design excellence, diversity of work, and community enrichment. Our location in Sonoma County wine country affords us access to opportunities throughout the greater Bay Area and Northern California. We believe each project is driven by unique client goals, design opportunities, and challenges.

### TLCD BENEFITS

- Competitive salaries
- Generous 100% employer paid health program, dental, vision, and disability benefits are offered for full-time employees
- 401k matching plan
- 10 paid holidays
- Paid time off (starting at 3 weeks a year)
- Weekly 'Wine Wednesday' all employee social and learning gatherings
- Professional growth and learning opportunities
- Continuing education programs
- Community volunteer opportunities
- Work life balance
- Salary Range: \$75,000–\$100,000 based on experience and qualifications
- Flexible work schedule including half-day Fridays
- Hybrid workplace

### TO APPLY

Please email your cover letter, resume, references, and work samples in PDF format to [employment@tlcd.com](mailto:employment@tlcd.com) and reference **Marketing Manager** and your name in the subject line. No compressed files, please.