



**Arrowstreet** is an award-winning architecture, interiors, and experience design firm based in Boston, with over 60 years of expertise. We take a design-forward, sustainability-driven approach to create thoughtful, impactful spaces that bring people together. Our diverse portfolio reflects our commitment to delivering engaging experiences through innovative and purposeful design.

**Job Overview:**

We are seeking an experienced **Marketing Manager** with experience or knowledge in the AEC industry to lead marketing initiatives and strategies that elevate our brand, support business development, and drive Arrowstreet's growth. You will play a key role in positioning our firm in a competitive market, managing proposals, brand consistency, and implementing targeted campaigns that align with firm-wide goals.

**Key Responsibilities:**

- Collaborate with Partners, Principals, Experience Design Studio and project teams to craft compelling proposal content and strategies that are tailored across our complex project types and sectors.
- Provide, guidance, mentorship, and feedback to Marketing Coordinator to enhance their professional development and career growth.
- Lead the preparation of qualifications packages, RFQs/RFPs, presentations, and other collateral for projects, interviews, and meet and greets.
- Manage award submittals and other industry and firmwide recognition.
- Ensure consistent brand messaging and visual identity across all sectors, platforms, and materials.
- Oversee content development for digital marketing channels including website, email campaigns, and social media that align with business goals and generate quality leads.
- Manage marketing operations, project timelines, budgets, and deliverables, including print, assembly, and delivery of materials.
- Create and maintain marketing calendar for industry and Arrowstreet events, pursuits, and social media.
- Scheduling and coordination of project photography
- Writing and development of compelling thought leadership content
- Collaboration and coordination with Fractional CMO and/or public relations consultants
- Track marketing metrics, analyze campaign performance, and prepare reports for leadership.
- Maintain and update project databases, resumes, and marketing collateral.
- Monitor industry trends, client needs, and competitive positioning to guide marketing strategy.



### Qualifications:

- Bachelor's degree in Marketing, Communications, Architecture, or related field.
- 5+ years of marketing experience, preferably in the AEC or professional services industry.
- Proven experience managing proposals for public and private clients, qualifications packages, and client pursuit strategies.
- Excellent writing, editing, and communication skills—ability to translate technical concepts into compelling messaging.
- Strong organizational and project management skills with the ability to juggle multiple deadlines simultaneously.
- Agile and collaborative with experience working with multi-disciplinary teams in a fast-paced environment.
- Proficiency in Adobe Creative Suite (InDesign a must), Microsoft Office, Photoshop, and CRM platforms
- Exposure and willingness to leverage AI-related tools and platforms.
- Flexible and adaptable to meet deadlines and ability to maintain a consistent office presence.
- Marketing certification or SMPS involvement a plus.

### Why Arrowstreet?

Our culture is one of collaboration, creativity, and connection—and it's a key part of our success. We invest in our people, offering continuous learning opportunities, training, side-by-side coaching, and a formalized mentoring program to support your growth.

We create a sense of community and belonging through in-person and virtual interactions, impromptu desk conversations, social gatherings, or volunteer events. We take time to connect, collaborate, and share ideas (and coffee.)

We hope you will consider joining us! We offer competitive salary, comprehensive benefits, and professional development compensation.

**Ready to apply?** Complete our online application on our careers page

<https://www.arrowstreet.com/about/careers/> and submit your resume and cover letter.

Arrowstreet is an Equal Employment Opportunity (EEO) employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, or any other characteristic protected by law.