



**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 approach, focusing on sustainability to create thoughtful designs across our diverse portfolio to provide engaging, impactful experiences, and spaces that bring people together.

### Position Overview

We are seeking a Director of Marketing and Business Development to lead our marketing and business development efforts as we continue to grow and evolve. In this role, you will oversee integrated marketing strategies—ranging from proposals to digital campaigns to event planning—and act as a trusted partner to our leadership team. You'll be responsible for managing multiple priorities, ensuring our brand voice shines through every deliverable, and driving new opportunities for the firm.

As an agile problem solver, you thrive in a collaborative environment and are adept at interpreting the needs of multiple stakeholders. You are equally comfortable with crafting compelling narratives as you are collaborating with others in the creation of dynamic visuals, working together to ensure each piece of marketing material meets Arrowstreet's standards for quality, clarity, and innovation.

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### Key Responsibilities

- **Business Development**  
Participate in and facilitate brainstorming and strategy sessions for business development meetings, shaping outreach initiatives with the leadership team.
- **Strategic Alignment**  
Partner closely with Partners and Principals to ensure that marketing strategies align with business goals and growth objectives for each marketing sector.
- **Marketing Strategies & Execution**  
Develop and execute creative, targeted marketing campaigns across multiple channels—leveraging tools such as geofencing, targeted advertising, and other advanced methods—to drive brand awareness and generate leads.
- **Project & Resource Management**  
Manage day-to-day marketing operations, including project timelines, budgets, and deliverables (proposal writing, formatting, and assembly, presentations, event planning, etc.). Ensure timely execution of marketing projects, meeting short-term targets while also planning for long-term marketing and business development needs.



- **Team Mentorship**  
Mentor team members by providing guidance, feedback, and professional development and oversee marketing programs, campaigns, and deliverables.
  - **Content Creation & Brand Standards**  
Write and, through collaboration with our Experience Design Studio, design marketing materials that reflect our brand story; maintain our marketing collateral library, ensuring all materials are accurate, up to date, and on-brand.
  - **AI-Driven Insights & Innovation**  
Identify and leverage AI-driven tools and platforms (e.g., generative AI for content creation, predictive analytics for lead generation, marketing automation tools) to optimize marketing processes and uncover new opportunities for business development.
  - **Data-Driven Insights**  
Track and report on campaign metrics and ROI, presenting findings to leadership team; recommend new tactics and tools based on data analysis.
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## Qualifications

- **Experience**  
Minimum of 7-10 years in a marketing role, with proven supervisory or leadership experience in an A/E/C or professional services environment.
- **Strategic Mindset**  
Ability to interpret organizational needs and propose creative marketing solutions that drive tangible results.
- **Market & Industry Insights**  
Understand regional markets in the Northeast, as well as familiarity with a range of project typologies—academic, multifamily, aviation, hospitality, life sciences, and more—to tailor marketing outreach effectively.
- **Communication & Storytelling**  
Strong writing, editing, and presentation skills, with the ability to craft compelling narratives and visually engaging content.
- **Project Management**  
Demonstrated track record of managing complex campaigns and deliverables, balancing multiple priorities and deadlines with ease.



- **Technical Skills**

Expertise in Adobe Creative Suite (InDesign (required), Photoshop & Illustrator (preferred) and Microsoft Office applications (Word, PowerPoint, Excel). Either an understanding of how to leverage AI or a desire to embrace & learn AI workflows.

- **Attention to Detail**

A sharp eye and attention to detail for graphic layout, typography, content, writing, and design standards, ensuring brand consistency across all deliverables.

- **Collaboration & Culture**

A positive attitude, a desire to continuously learn, and the ability to work effectively both independently and in a team setting.

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### Why Arrowstreet?

- **We are a multi-disciplinary design firm** with a culture built around collaboration, innovation, and professional growth.
- **Visibility and Impact:** You'll work directly with our Partners and Principals to shape the firm's presence in a competitive market.
- **Evolving Industry Role:** As marketing and business development are redefined with AI, you'll lead how brand strategy, digital marketing, and client engagement evolves for our industry.
- **Professional Growth:** We encourage continuous learning and development, offering opportunities for further training, leadership, and expanded responsibilities.

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Join us at Arrowstreet and help shape the future of design through transformative campaigns, compelling storytelling, and a passion for connecting our work to the people and communities it serves. We offer competitive salary, comprehensive benefits, and professional development compensation. We look forward to hearing from you!

### How to Apply



If you're ready to bring your creativity, strategic thinking, and marketing leadership skills to an established yet forward-thinking architecture and design firm, please send your resume, portfolio/work samples (<10mb), writing samples, and a brief cover letter detailing your relevant experience.

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.