



MARKETING LEAD

SUMMARY

This person has exceptional people and communication skills and will be able to continuously improve MTA's Architecture and Planning studio. They will oversee marketing and external/internal communications functions within the firm. They will have a minimum of 10 years progressive experience with a focus on marketing within A/E/C. This position's primary objective is to oversee the development and implementation of strategic initiatives that support the business's overall strategy and growth objectives. The position provides leadership and encourages collaboration within the marketing team and across the broader organization to drive exceptional results.

That includes the responsibility to define and execute multi-year, strategic marketing plans; evolve and define MTA's brand (including purpose, platform, and expression); awareness-building activations to drive preference and selection of MTA and support the preferred growth trajectory (as defined through strategic planning); and lead all inbound and outbound marketing initiatives in collaboration with agencies, team members, and subject matter experts within the business. The role will be responsible for leading the evolving marketing team, as it is defined. In addition to marketing, the role will lead a strategic sales enablement group, responsible for creating and recommending business development guidelines; building sales tools and collateral, and developing and delivering proposals as required.

This position requires a person who has experience within and understanding of the industry, is a team player, highly organized, has a strong attention to detail, has a positive attitude and is good at managing competing priorities. This person will have progressive leadership experience, with a demonstrated ability to build and nurture a cohesive and high-performing team. They will demonstrate a high maturity level, have strong communication skills, be dependable, and have a thorough understanding of marketing, communications, and sales enablement functions to support a staff of 50+ in both Calgary and Edmonton.

This person will be accountable to the BD/Marketing/Sales Manager and ownership group.

POSITION OVERVIEW

- Deliver an evolved brand platform and expression as a foundation for go-forward marketing initiatives.
- Implement and manage MTA's brand standards across all client touchpoints.
- Define and enhance the overall digital strategy, along with maintenance and sustainment of digital properties.
- Define the content strategy and activate content marketing programs through key channels to position MTA appropriately in the industry (in alignment with the business strategy), including guiding thought leadership efforts.
- Lead brand awareness and audience engagement through owned, earned, and paid media strategies and activations, including the leadership of campaigns and digital marketing.
- Lead the development and implementation of annual and ongoing strategic marketing, social media, and communications plans to achieve preference and selection of MTA's services from target clients and influencers.
- Prepare marketing budgets for three years in advance and develop the annual marketing plan as a basis for business planning a minimum of once per year.
- Maintains a holistic understanding of MTA's various marketing and communications efforts, providing mentorship, support, and collaboration to the team.
- Track, develop/write, and oversee award submissions (with support from the design team).
- Direct and oversee a framework for sales enablement tool creation, management, and updates to drive a coherent brand direction across all client touchpoints.
- Establish and oversee a central proposal development function (when staff are in place) to support the pursuit of new

opportunities.

- Track marketing program analytics, including digital and social media efforts, and report monthly.
- Create and direct the implementation of social media strategies and plans. Communicate process and expectations to all employees for proper use of social media platforms where MTA is represented.
- Be accountable for external marketing agency and contractor engagement.
- Work with the Principals on the overall strategy, culture, and development for various business sectors.
- Perform market research and analysis of the research to inform strategic initiatives, business development, and sales efforts.
- Continuously increase brand awareness, secure market position, and drive business.
- Demonstrate an understanding of the business, culture, service offerings, and vision of the future of the firm.
- As a Leader in the company, promote positive morale and a respectful office environment.
- Demonstrate the ability to work across both locations of MTA and positively reinforce collaboration with all staff.
- Coordinate with subject matter experts in preparation of marketing content to ensure the design vision, concept, or business values are reflected appropriately.
- Collaborate with the ownership group in announcements and crisis communication.
- Elevate the MTA brand through meaningful sponsorship opportunities, speaking engagements showcasing in-house expertise, and attendance / visibility at industry-related events.
- Utilize search engine optimization and other appropriate digital marketing techniques, to improve exposure of MTA externally.
- Establish and manage internal communications practices to improve transparency and support MTA's culture.
- Support initiatives to continuously improve MTA's reputation as an employer of choice.
- Identify and define a long-term strategy for community engagement to support the business strategy and represent MTA's values within the communities it serves.
- Support and enhance CSR initiatives driven by the ownership group.
- Drive brand alignment through all client experiences and events.

CHARACTERISTICS & SKILLS

- They will have 10-15+ years progressive experience.
- This person is a leader, coach, and mentor. They have exceptional communication skills and will be able to continuously improve ongoing marketing efforts.
- Experience managing and delivering large-scale marketing projects on time and on budget
- Demonstrated history of meeting targets for marketing budget and content production.
- Exercises maturity in judgment in anticipating and solving complexities, understanding industry direction.
- Capable of providing leadership in client relationships and service.
- Excellent time management and teamwork skills.
- Effective written and oral communications skills.
- Ability to develop a detailed knowledge of MTA's vision and service offerings.
- Advanced knowledge of construction and architectural practices.
- High level of creativity, innovative thinking, and problem solving.
- Willingness to actively contribute to tactical project execution to support their team.
- Demonstrated awareness of latest industry-wide initiatives, technologies, and processes in the A/E/C community.

Please submit your cover letter and resume to*:

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Attention: Claudia Schaaf
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*Electronic submissions are preferred