



batson

## MARKETING & BUSINESS DEVELOPMENT STRATEGIST

Batson Associates, Inc. is actively seeking a Marketing & Business Development Strategist. This hands-on, key contributor will lead and engage in every aspect of business development and marketing. Able to work independently as well as collaborate with Principals and the team of architects and interior designers, the ideal candidate has excellent communication skills and is driven to exceed expectations.

This position offers paid time off as well as other benefits.

[WWW.BATSONASSOCIATES.COM](http://WWW.BATSONASSOCIATES.COM)

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### BE A PART OF THE TEAM!

In this critically important position, you will support the team environment under the general direction of the Principals. Duties also include maintenance and analysis of data, monitoring campaigns, and evaluation of results through the management of the CRM system.

Effective communication (written and verbal) and documentation of activities, projects and initiatives is required. The position also requires creativity, strong attention to detail, a focus on quality and consistency in the development of deliverables.

### KEY CONTRIBUTIONS INCLUDE:

- Lead marketing efforts, campaign strategies, production of collateral materials, managing process and partner services.
- Responsible for coordination and management of business development efforts to include follow-up on introductory emails, scheduling meetings, and preparing activity summaries to Principals on a regularly scheduled basis.
- Support Principals in the development of new business opportunities through a mix of research and relationship building.
- Create strategies to expand Batson's footprint, establishing solid awareness in the industry and the region.
- Research and analyze key economic factors that may influence market activity within specific niche markets and geographic areas.
- Schedule, plan and attend industry conferences, meetings, and documentation of activities.
- Create confidential, thoroughly researched, custom, time-sensitive collateral materials and presentations to prospective clientele.
- Effectively collaborate, track (CRM system) and produce timely results with all assignments and communications to support a cohesive, interactive work environment.
- Evaluate data and create reports with key metrics to manage and monitor campaigns, prospect engagement and trends.
- Write, edit and post content for different digital platforms with social media, website (SquareSpace), and media releases.

A bachelor's degree in Business Administration, Marketing or a related field as well as a minimum of four (4) years supporting executives in marketing, business development or other related field required. The ideal candidate will have experience in architecture, interior design and/or construction industries.

Competencies for success include strong communication and collaboration skills to support an interactive team environment and the ability to build collaborative, professional relationships. Application of strong organization, multi-tasking, and time management skills coupled with proficiency in Adobe Creative Suite products, CRM, social media and digital platform experience is required to complement your strong team work ethic.

**TO APPLY, PLEASE SEND RESUME AND LETTER OF INTEREST TO [SAYHELLO@BAINC.COM](mailto:SAYHELLO@BAINC.COM)**