



MKM

architecture + design

for living.

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Position Description:

Marketing Coordinator

July 2021 | Full-time, Exempt FLSA Status

Summary

MKM architecture + design (MKM) is looking for a *Marketing Coordinator* to assist the firm pursue its mission to enhance health and well-being through design. Applicants should be a motivated, collaborative personality able to manage the firm's digital presence, project information coordination, tradeshow and event planning, and assist with targeted opportunities and interviews. Working directly with MKM's *Director of Business Development*, this position will have a wide range of tasks, from helping plan photography to managing social media accounts, but the role is simple – *help us talk about our work, our ideas, and our clients.*

Firm Background

MKM believes that well-being is essential for communities to thrive. That's why we are working so hard to improve the culture of health with partners across the care continuum. For forty years we have focused on the relationship between design and health. It's all we think about.

During that time, we have helped numerous organizations develop innovative models of care that disrupt the status quo and effect sustainable change within the populations they serve. Consistently named as one of the "Top Architecture Firms" in the country by *Modern Healthcare Magazine*, our award-winning practice is led by a team of nationally-renowned thought leaders whose expertise spans the full spectrum of care

We understand that our job as architects is to help clients design spaces that will house the most significant moments in people's lives. It's something we take very seriously and why we are so adamant that each detail is thoughtfully considered. From senior living and behavioral health to inpatient surgery and public libraries, we listen to our clients' needs, think about how the project can be most successfully approached, and create effective solutions focused on their expectations. Our passion lies in considering spaces that promote the health and well-being of people of all ages and abilities – a mission that puts us in the business of designing meaningful places for everyone.

For more on the firm see www.MKMdesign.com.

Position Responsibilities

Brand Building and Marketing

- Social media – plan and implement content strategies and posts for firm’s social media outlets.
- Blog – assist in planning, writing, and sharing blog posts.
- Podcast – help maintain and grow video marketing presence for the firm.
- Website – manage content through our website.
- Marketing campaign – assist with ongoing coordination and outreach to existing and potential clients.
- Press Releases – write and issue press releases.
- Promotional items – select, design, and order promotional materials.

Events, Tradeshows, and Conferences

- In-house events – help plan and coordinate events (including budget, travel, promotions, and logistics).
- Tradeshows and conferences – help plan and coordinate participation in annual conference and tradeshows (including budget, housing, travel, promotions, speaker submissions, and logistics).

Project Marketing

- Project briefs and collateral – meet with project team to draft/finalize project briefs and marketing collateral.
- Project photography – manage the photography budget and coordinate photography of work/clients.
- Project case studies – help create content for project case studies for publication.
- Award submittals – create award submittals for various organizations.

Project Opportunities

- RFPs/RFQs – assist in the production and creation, including copy editing, layout, content management, and binding of firm proposals.
- Client Research – Assist leadership team in researching potential clients and industry trends.
- Project interviews – help coordinate and plan firm interview for potential projects.

Required Knowledge and Skills

- Bachelor’s Degree in marketing, communications, or a related field.
- Five years of experience in a professional service environment (healthcare experience preferred).
- Understanding of social marketing, brand management, and social media.
- Ability to analyze and manage SEO/SEM strategy and execution.
- Proficiency in Adobe Creative Suite (InDesign, Acrobat, Photoshop), Microsoft Office (Word, Excel, PowerPoint), and Client Relations Management (CRM) software.
- An interest in and ability to learn about firm’s target markets.
- Excellent oral and written communication skills.

We are looking for a good fit. Salary negotiations will be competitive and commensurate with experience. All full-time employees receive benefits and a list detailing these can be made available upon request. Background checks will be performed on all successful candidates. Qualified candidates should submit, by email, a resume and letter of interest to humanresources@MKMdesign.com with the position’s title noted in the subject heading.