

Marketing and Business Development Manager

Martha Schwartz Partners (MSP) seeks a strong collaborator to manage marketing and business development for MSP globally, to promote and support MSP with relevant clients and potential clients, and to drive sustainable revenue growth.

The Marketing and Business Development Manager will report to the Creative Director based in New York, liaising with studio administrators in London and Shanghai.

Job description

The Marketing and Business Development Manager will

- Develop and implement effective marketing and business development strategy
- Lead business development, working with colleagues and pro-actively seeking new partners
- Manage the bid process to gain new contracts
- Set and manage the annual marketing budget to optimise resources
- Guard, maintain and enhance MSP's brand and reputation

Elements will include

- Coordinating business development across the three studios and especially in the US
- Using relevant customer relationship management software to track business development processes and oversee bid management
- Digital channels – including website management and optimisation including content creation, and social media marketing
- Public relations – cultivate relationships with industry influencers and trade publications to secure positive media coverage, generate articles, videos, infographics, and whitepapers
- Analytics – track and analyse relevant KPIs, and use these for continuous improvement

Person specification

We're looking for someone with:

- At least nine years' marketing / business development experience
- A track record of successful business development, preferably within a business-to-business services environment
- Strong analytical, leadership, and project management skills
- Proficiency in digital marketing tools and platforms
- Web content management experience
- Excellent communication and interpersonal skills
- Fluent written English
- Energy, cheer and enthusiasm
- Can-do attitude; willing to be hands-on to ensure best outcomes
- Experience with InDesign and Photoshop

- Experience of CRM software, in particular Airtable and Notion
- Knowledge of architecture, landscape architecture or related fields
- People management experience

In addition, we'd like them to be

- Organised and pro-active
- Approachable; able to build supportive and collaborative relationships with colleagues and partners
- Flexible, dependable and adaptable
- and attentive to details.

About Martha Schwartz Partners

At Martha Schwartz Partners (MSP) we create artistic, functional, and sustainable landscape designs. Our work addresses the impacts of climate change, and provides for happy, healthy communities.

We design and implement creative landscape solutions for plazas, parks, institutions and corporate headquarters as well as large-scale masterplans and urban regeneration projects.

Our expertise allows us to nurture communities and the environment in spaces where humanity and nature can be in balance. By appreciating how landscapes and communities impact on each other, we create sustainable spaces which people enjoy, and which also encourage biodiversity and protect the planet.

With offices in London, New York and Shanghai, MSP creates artistic landscape designs for projects in over 40 countries. MSP's nature-based approach encourages city leaders, planners and engineers to appreciate how the public landscape can deliver environmental, economic and social sustainability.

We are involved in academic research to continually improve our understanding of how we can protect and regenerate natural ecosystems to mitigate the impacts of climate change. Hailing from all over the globe, our diverse team of landscape architects, urban planners, horticulturalists and project managers works successfully across all scales and cultures, including the most challenging urban and social contexts.

We are an equal opportunities employer and welcome applications from all suitably qualified people regardless of their race, sex, disability, religion/belief, sexual orientation or age. If we can make arrangements that will allow you to shine in an interview, please let us know.