



## **Marketing & Communications Specialist**

Looking to fuel your passion for social media campaigns, website management and all facets of marketing and brand communications? Are you both highly organized and creative? Do you enjoy working on projects from concept through to completion?

At DRAW Collective, we are not just Architects and Designers, we're creators of spaces that inspire and transform. Our commitment to excellence and designing with empathy drives everything we do. As we continue to grow, we're seeking a dedicated **Marketing & Communications Specialist** to join the team to promote and shape the future of architecture in the Pittsburgh region.

This role is a mix of internal and external communications work—promoting the firm to the outside world, our niche markets and internal/external clients. Ultimately, this role helps to consistently and creatively educate others on where we add value, what we are known for and how we have an impact in the markets we choose to serve. We work Monday-Thursday in-office (Mt. Lebanon & Cranberry) and Fridays remote.

### **PRIMARY RESPONSIBILITIES:**

#### **Social Media:**

Maintain content calendar for scheduling, Search Engine Optimization (SEO) and reporting

Prepare and post all content via various channels on new hires and employee anniversary milestones

Communicate with DRAW Staff to actively gather content on projects and industry trends

Document company events and daily happenings in the office by taking photos that can be used for publicity

#### **Website Management:**

Create website digital content related to new hires, new projects and company news articles, including all graphics, to ensure strong online presence

Maintain website SEO strategy for maximum website optimization

#### **Industry Specific Marketing (K-12):**

Create and produce K-12 Marketing Materials/Brochures

Maintain prospecting spreadsheets and Google Map databases on current and future opportunities; ensure data integrity with consistent reporting and tracking

Monitor Google Alerts and Board Reports for project opportunities that may require Business Development follow-up

### **SECONDARY RESPONSIBILITIES:**

#### **Publicity & Events Support:**

Attending ribbon cutting, groundbreaking and other events and document by taking photos that can be used for publicity

[Designing places that matter, together.](#)

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125 Emeryville Dr. #300 | Cranberry Twp, PA 16066

Internal staff event coordination: provide marketing assistance with staff activities that promote firm culture, community and align with leadership goals. Provide marketing assistance to create internal event graphics/invitations and coordinate events such as holiday party, company picnic, staff retreat, etc.

Trade Show and Conference support as necessary to ensure successful participation by DRAW team

### **Marketing & Brand Analytics:**

Prepare reports on Google Analytics and social media metrics

Monitor HubSpot for potential BD opportunities and Maintain Contact Lists

Develop creative ways to increase brand awareness

### **Role Requirements:**

Bachelor's degree in Communications, Marketing, Public Relations, Business or related field, with 5+ years of related experience

Prior experience taking ownership of various initiatives by providing expertise to advance the Marketing of a professional services firm where tracking, follow-through and reporting are key

Advanced skills in all MS Office applications, Adobe Creative Cloud software including the InDesign & Photoshop platforms, CRM, social media, Google Analytics, Hubspot, Canva

Polished communication skills: verbal, written, digital; ability to effectively express questions, concerns and comments tactfully to team/managers while building trust by demonstrating commitment to mutual goals and deliverables.

Relationship oriented: with staff, consultants, vendors, management, etc.

Strong ability to work in teams, partners with all DRAW staff to generate and implement ideas that promote the growth of the company

Follows through on commitments for internal and external clients; takes initiative to go above and beyond to achieve goals and complete assignments

Detail-oriented professional with strong ability to multi-task different priorities

Demonstrates genuine enthusiasm for learning new skills and assuming new/changing roles

### **Work Environment & Physical Demands:**

Ability to lift and carry 30 pounds

Ability to pack/unpack and set up materials for conferences and other events

Able and available for local travel to attend events and conferences, representing the organization, as needed

Ability to work in an office (Monday-Thursday) or virtually (Friday), sitting for long periods of time doing computer work

**Why Choose Us?** At DRAW Collective, you'll enjoy competitive benefits including: Health Insurance, Dental & Vision Insurance, generous PTO, STD, LTD and Life Insurance and a work environment that supports your growth and development. Our staff of over 40 employees (plus 2 dogs!) enjoys a collaborative environment, plenty of free snacks and beverages, plus rewarding work supporting our clients who value our expertise!

Interested in joining us? Send your resume to [employment@DRAWcollective.com](mailto:employment@DRAWcollective.com)

***DRAW Collective** is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against on the basis of disability.*