

June 8, 2021

Marketing Coordinator

LOCATION

Toronto, Ontario, Canada

Moriyama & Teshima Architects (MTA) is a team of architects, planners and designers collaborating with clients to build inspiring and enduring spaces that transform communities and reinforce civic identity. The office offers services in architecture, master planning and urban design, interior design and program development. MTA's extensive portfolio of Canadian and international projects covers museums and art galleries, university buildings, schools, corporate and government headquarters, recreational facilities, libraries, restoration and renovation projects, and urban/campus planning. With a long-standing core of design traditions that continue to define the practice, our studio is made up of individuals who reflect the cultural diversity that defines our global present: a combination of industry leaders and young designers working together to design and deliver exceptional projects.

Our headquarters are in Toronto, with a second office in Ottawa.

While our work is primarily focused in Canada, we also complete significant projects internationally, particularly in the Middle East.

Learn more at www.mtarch.com

POSITION OVERVIEW

The Marketing Coordinator plays a key role at Moriyama & Teshima Architects, growing and maintaining our brand presence through a variety of means. Our firm is focused on the delivery of impactful and progressive public architecture, and it is critical that we maintain a strong public presence that continually confirms our values, accomplishments, and capabilities to prospective clients, collaborators, and the general public.

As the Marketing Coordinator, you will be responsible for the growth and maintenance of MTA's public presence. This includes the management of our firm website and social media accounts, and the development and execution of a steady stream of informative content. It also includes outreach to educational institutions, industry organizations, conferences, and media outlets in pursuit of promotional opportunities, including speaking engagements for MTA's leaders. You will monitor award opportunities, propose "best fits" from our portfolio, and work with our Proposals team to submit comprehensive, compelling awards submissions. Lastly, you will assist with the internal promotion of MTA's brand and culture, organizing social and educational events to further team cohesion and alignment around our core values. You will work collaboratively with a broad range of professionals and will frequently work directly with MTA's Principals and Partners.

MTA will value your strong organizational and communication skills, and your consistency in promoting the MTA brand. More than that, however, MTA is looking to you for commitment, passion, and creativity in expanding our outreach and celebrating our achievements. We are seeking a team player who believes in the work we do.

KEY RESPONSIBILITIES

- **Maintenance and regular updating of MTA's website.** You will consistently add and update content including but not limited to announcements, staffing changes, and project updates. You will be responsible for creative input on how to continually improve our website's functionality and appeal, and when necessary, you will work with a web designer to make structural changes to the site.
- **Maintenance and growth of MTA's social media presence.** You will be expected to monitor firm activities for promotions, new hires, awards, project milestones, events, etc., and to translate those into a steady stream of shareable content across multiple social media platforms. You will assist partners and principals in building and maintaining their social media profiles on behalf of the firm. You will be expected to think creatively about how to continually improve our social media strategy and to propose solutions to senior management.
- **Development of a digital marketing plan and content calendar.** You will need to develop a monthly plan to be reviewed by the Proposals team, Principals, and Partners for the MTA social media channels that will improve SEO and enhance brand awareness and engagement.
- **Monitor and report on social channel growth and website traffic.** You will be responsible for the monitoring and monthly reporting of analytics.
- **Outreach to educational institutions, industry organizations, conferences, and media outlets.** You will work to connect firm leaders with speaking, educational, and promotional opportunities, and to find media opportunities for the promotion of our work.

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Marketing Coordinator (continued)

HOW TO APPLY

Qualified candidates may send a cover letter, resume and portfolio link to employment@mtarch.com with "Marketing Coordinator" in the subject line.

While all applications are appreciated, only candidates selected for an interview will be contacted.

Thank you for your interest.

- **Management of awards pursuits.** You will be responsible for monitoring awards opportunities and developing an awards calendar for the review of the Proposals team, Principals, and Partners. You will be responsible for proposing strong project matches to awards criteria, and for managing the assembly and submission of awards materials. You will work with our Proposals team and the relevant project teams in these efforts.
- **Organization of MTA-hosted events.** You will assist in the building of MTA's office culture through the organization of in-house social and educational events. Such events could include special topic lectures, group site visits to our projects (completed and in-progress), participation in Doors Open and similar civic events, and all-staff summer and holiday celebrations. You should expect to organize both firm-exclusive events and events with external invitees.
- **Assisting the Proposals team, Principals, and Partners** with internal special projects, pursuits, proposals, and other ad hoc promotional activities on an as needed basis. This responsibility will be secondary in priority to those listed above and will only be part of your workload when your core duties leave you with some available capacity.
- **Staying up to date on new software, tools, and best practices** for expanding our brand presence in multiple media.

QUALIFICATIONS

- Post-secondary program completion in a related field (architecture, interior design, media, brand management, communications, marketing, etc).
- A minimum of 2 years experience in a similar role, preferably in the architecture and design industries.
- Experience with website development and maintenance (we are presently using a WordPress-based site).
- Experience managing professional social media accounts, including SEO optimization.
- Graphic design skills and advanced skills with Adobe Creative Suite.
- Superior writing skills including the ability to craft a compelling story.
- Strong communication and relationship-building skills.
- Well-developed organizational and time-management skills; attention to detail; consistency and responsiveness.
- Experience working on virtual teams (GoTo, Microsoft Teams, Zoom, etc.)
- Ability to work well with others, and to interact with all levels of staff with courtesy and confidence, even in high-pressure situations

REPORTING RELATIONSHIPS

- Principal-in-Charge (direct)

INTERNAL/EXTERNAL RELATIONSHIPS

- Senior Management Team (Partners, Principals)
- Proposals Team
- Project Architects/Project Managers
- Institutional/Industry Representatives
- External publishing/printing/awards organizations
- Architectural media