

POSITION TITLE: Marketing Specialist

REPORTS TO: Director of Marketing

COLLABORATES WITH: Firm Leadership, Marketing Team, other team members, and external contacts

STATUS: Full-Time

POSITION OVERVIEW

Moriyama Teshima Architects (MTA) is an internationally renowned Canadian architecture firm celebrated for its innovative and sustainable designs. We are seeking a driven **Marketing Specialist** to join our award-winning firm. This position, as part of our dynamic Marketing Team, offers a unique opportunity to contribute to both our communications and business development efforts, playing a key part in our marketing strategies. The role involves managing MTA's website, social media, award submissions, and outreach, to advance MTA's marketing and business development goals. If you have a passion for storytelling, an excellent eye for detail, and exceptional writing abilities, we want to hear from you.

Our headquarters are in Toronto, with a second office in Ottawa. This **Marketing Specialist** position will be based in our Toronto office. While our work is primarily focused in Canada, we also complete significant projects internationally. Learn more about our practice and portfolio at www.mtarch.com.

KEY RESPONSIBILITIES

Communications

- Manage the organization's digital presence, including social media strategy, content calendars, and creating engaging content.
- Manage firm and leadership profiles and imagery and create storytelling initiatives to showcase the firm's expertise and community impact.
- Track performance analytics and optimize SEO to boost brand visibility.
- Plan, write, and edit marketing materials aligned with MTA's voice and values.
- Stay informed about new platforms, tools, software (including AI), and best practices to strengthen MTA's brand.
- Website management and maintenance.

Awards and Outreach

- Monitor award opportunities, create a submission calendar, and manage the award process and submission.
- Engage with educational institutions, industry organizations, conferences, and media outlets to secure promotional opportunities, such as speaking engagements and media features, and assist with abstracts or other submission content for consideration.
- Coordinate photography of projects.
- Produce collateral for publications, advertisements, displays, and other marketing materials as needed.

- Coordinate MTA's involvement in events like Doors Open, post-secondary fairs, and similar initiatives.

Business Development

- Support the Marketing Director with business development activities, such as conducting research and developing outreach materials for client and collaborator engagement.
- Assist with pursuits and presentations as needed and as workload allows, including writing, editing, and graphic layout.

QUALIFICATIONS

- Post-secondary education in a related field (architecture, interior design, communications, marketing, etc.).
- At least 5 years of experience in a similar role, preferably in the architecture or design industry.
- Exceptional writing, editing, communication, and relationship-building skills.
- Strong organizational and time-management skills, with attention to detail.
- Experience with website maintenance and professional social media management, including SEO optimization.
- Strong knowledge of Microsoft Suites and Adobe InDesign.
- A willingness and desire to learn / expand on your skills.
- Ability to work collaboratively and remain composed under pressure.

We are interested in candidates who share a passion for architecture and design. If you're looking to join a collaborative, innovative environment, and become a part of our team, we encourage you to apply.

APPLICATION

Interested candidates should send the following material to employment@mtarch.com.

- Cover letter outlining why you are the right candidate and the relevant expertise you bring.
- Resume.
- Writing and work samples.
- Professional references.