



**Department:** MUROW Development Consultants – Operations

**Dept. Head:** CEO

**Title:** Marketing and Business Development Manager

**Emp. Status:** Exempt

---

**Job Description:**

The **Marketing and Business Development Manager** is responsible for; creating and executing the business development strategy of the company, cultivating a culture of collaboration, and assisting MDC division leaders in executing their business development strategy, and digital and traditional marketing efforts.

**Responsibilities – General:**

- Assist MDC division leaders with creating and executing business development strategy
- Submit progress reports to Executive team on:
  - Potential Clients | Prospects
  - Competitors
  - Service Activity | Requests | Business Trends
  - Marketing Asset Performance
- Present to and consult with the Directors and Executive Team on business trends with a view to developing new services, products and distribution channels.
- Using knowledge of the market and competitors, identify and develop the company’s unique selling propositions and differentiators and work with Directors to articulate such.
- Attend industry functions, such as association events (i.e. BIA, ULI, CMAA, etc.) and conferences, and provide feedback and information on market and creative trends.
- Research and develop a thorough understanding of the company’s people and capabilities.
- Understand the company’s goal and purpose so that will continue to enhance the company’s performance.
- Responsible for the establishment and approval of the annual marketing budget.
- Maintain an ongoing “industries we support” list, (ie, Real Estate Development, Municipal Agencies, etc)
- Identify high value, strategic industry sponsorships, ads, events to sponsor and/or attend.
- Cultivate the necessary PO requests for company approval.
- Source, develop and confirm team member’s participation (where and when applicable)
- Presence and participation in marketing activities

**Responsibilities – Digital Marketing:**

- Ensure all marketing-related tasks are managed appropriately by personnel (i.e. email blasts, calendars, social media, blogs, websites, etc).
- Create and maintain print and digital marketing collateral.
- Develop a schedule / calendar to carry out the cohesive distribution of Murow DC messaging.
- Establish effective content that conveys the Murow DC messaging.
- Establish a program to effectively disseminate Murow DC information through the following channels:



- CRM – Salesforce
  - MDC Website
  - Constant Contact
  - LinkedIn
  - Instagram
  - Facebook
  - Industry publications/sites
- Update and maintain website with new content.
  - Define and then execute the updating of relevant projects noted on the website.
  - Integrate blogs and constant contact posts.
  - Track and measure website traffic.

#### **Responsibilities – Proposals | Engagements:**

- Work with team to develop proposals that speak to the client’s needs, concerns, and objectives.
- Maintain potential lead log and conduct regularly scheduled meetings with all directors to develop and discuss any and all potential leads.
- Prospect for potential new clients and turn into increased business.
- Track and manage touch points and KPI’s – provide to the pertinent division lead for next steps and follow up via CRM - Salesforce

#### **Responsibilities – Client Retention:**

- Client Retention
  - Present new products and services and enhance existing relationships.
- Set up meetings between client decision makers and company’s practice leaders / Principals.
- Develop and Maintain database of all contacts by various groups (i.e. builders, property management, HOA, attorneys, municipalities, etc.)
- Track and record activity on accounts (via CRM application) and help close deals to meet these targets.

#### **Qualifications & Requirements:**

- Preferred higher education (4-year degree)
- Preferred Land Development Industry Experience
- Independent, self-motivated, team player.
- Able to effectively communicate with all levels of staff and management.
- Competent in Microsoft Excel, Word, CRM -Salesforce
- Organized and innovative thinker.

---

Updated: 11/15/2024