



## Marketing / Business Development Manager

### About Us

Founded in 1988, Commonwealth Heritage Group, Inc. (Commonwealth) is a full-service heritage management and consulting firm (NAICS 541620) serving clients for projects of all sizes. Commonwealth is a small business and proud founding member of the American Cultural Resources Association, a trade association of the heritage management industry.

Since its founding, Commonwealth has grown through mergers with other cultural resource companies (e.g., *Coastal Carolina Research, Inc.* in 2009, *Sagebrush Consultants, Inc.* in 2013, *John Milner Associates, Inc.* in 2014, *SouthArc, Inc.* in 2020, and *Panamerican and Archaeological Consulting Services* in 2021). This growth has enabled our team to work in diverse geographical regions and allows us to work with customers nationwide from our headquarters in Dexter, MI and 16 regional offices across the US.

As an experienced industry leader, Commonwealth has consistently delivered quality services to its clients and developed an outstanding reputation with clients and regulatory agencies for understanding the intricacies of heritage management planning, permitting, and project implementation.

The company's portfolio reflects numerous accolades and acknowledgments from the Environmental Protection Agency, the Federal Highway Administration, the Advisory Council on Historic Preservation, the American Society of Landscape Architects, the Society for American Archaeology, the American Cultural Resources Association, and Michigan Department of State.

*Commonwealth is an M/F/D/V Equal Opportunity Employer.*

### Job Description

Commonwealth is hiring a corporate Marketing Manager / Business Development Manager based in our Dexter or Traverse City, Michigan office. The firm has 17 offices in the United States and primarily provides B2B and B2G professional services. The Marketing Manager reports to the President and manages the execution of sales and marketing strategies across the company, working with regional Office Directors. Specifically, the manager

- Manages all internal and external marketing communications including public relations. Can author press releases, client notifications, and internal/external communications. Develops, manages, and produces an employee newsletter. Develops, manages, and produces a client newsletter and direct-to-client advertising and promotions.
- Develops and executes corporate branding initiatives. Ensures consistent branding and messaging across the company including proposals and reports delivered to prospects and clients.
- Assists the President with the development of a strategic marketing plan and budget based on annual company goals.
- Assists Office Directors in formulating and executing sales and marketing initiatives consistent with achieving the objectives of the company-wide strategic marketing plan.
- Provides sales and marketing training and support to Office Directors.
- Oversees sales proposal prioritization, development, messaging, and tracking. Develops and manages a sales funnel with screening based upon value potential.
- Creates and manages paper and digital marketing and sales collateral ensuring consistent and effective messaging and branding.
- Manages digital marketing, messaging, and advertising that includes social media and web sites.
- Creates focused and targeted advertising campaigns that may include digital, print, and trade show components.

- Provides monthly monitoring and reporting of sales and marketing efforts, including key performance metrics, to the President and to Office Directors.
- Planning and facilitating the annual Office Director's management meeting.

#### Education/Experience

- Bachelors, but preferably Masters, degree in Marketing, Management, or Communications.
- Five years of experience performing similar tasks in a professional services firm.
- Experience with market analysis, differentiation, and client value propositions.
- Demonstrated excellence in marketing-related writing.

#### Compensation

- Full-time salaried position
- Base salary: \$70,000
- Incentive salary: generous bonus plan annually tied to firm performance goals
- Benefits: health, dental, life, and disability insurance, 401(k) with employer contribution, paid leave.
- Relocation stipend possible.
- Commonwealth Heritage Group is an Equal Opportunity Employer.

#### To Apply:

- Follow the application process of this site.
- Attach a resume that outlines education, experience, and provides three references
- Attach a cover letter that explains how your experience will allow you to achieve excellence at job responsibilities and tasks.
- Short-listed candidates will be asked to provide work examples and verify education and experience.
- A background check may be required prior to hiring.

Notice: Commonwealth is a federal contractor, which requires us to comply with Executive Order 14042, issued by President Biden on September 9. The order stipulates that all employees, without exception, must either be fully vaccinated against COVID-19 or be approved for a medical or religious exception. If you are unvaccinated and applying for this position but believe you qualify for an exception, please contact Kathy Bowers at [kbowers@chg-inc.com](mailto:kbowers@chg-inc.com). You'll be given the opportunity to submit an exception application to see if you're eligible to proceed further in pursuing employment with Commonwealth.