

OPEN POSITION: Director of Marketing

JOB CODE: COR-DOM-11-25

OFFICE LOCATION: Lincoln, RI or Foxboro, MA



POSITION SUMMARY:

Pare Corporation is seeking a Director of Marketing with 10-15 years of experience to work in either our Lincoln, RI or Foxboro, MA office. The Director of Marketing will serve as the strategic leader for all marketing, branding, advertising, social media messaging, and proposal development initiatives across the firm. This individual will guide a high-performing team across multiple offices, align marketing strategies with business development goals, and ensure consistent messaging that reflects our firm's vision, expertise, and values. The Director will collaborate closely with inter-departmental technical staff, project managers, and executive leadership to position the firm competitively within the engineering marketplace.

DUTIES AND CORE RESPONSIBILITIES:

Generally responsible for developing and leading the firm's marketing efforts through a comprehensive marketing strategy aligned with the firm's business development and growth objectives. This position seeks an individual with proven success leading marketing teams and managing complex and varied marketing pursuit efforts. The ideal candidate will have a strong understanding of the proposal cycle, brand strategy, and market differentiation in a professional engineering setting. Specific responsibilities include:

- Directing the Pare Marketing Department staff in the preparation of high-quality proposals, qualifications packages, presentations, and marketing/collateral materials.
- Managing project pursuits - go/no-go decisions, proposal schedules, and quality assurance processes.
- Managing the production of corporate marketing collateral, advertisements, newsletters, and thought leadership content.
- Supporting key pursuits through messaging strategy, visual storytelling, and interview coaching.
- Overseeing external communications, including the firm's website, social media, newsletters, and public outreach materials.
- Providing direction for brand management, market positioning, and external communications.
- Partnering with technical and client service leaders to identify, pursue, and win strategic opportunities.
- Collaborating with senior leadership to identify emerging opportunities in the federal, state, municipal, and private sectors.
- Monitoring industry trends, competitor activity, and emerging markets to inform strategy.
- Tracking public funding programs, infrastructure initiatives, and upcoming solicitations to position the firm proactively.
- Scheduling and attending introductory meetings with prospective clients and teaming partners.
- Maintaining prospect/client databases and leveraging CRM and analytics tools to track performance and guide decision making.
- Establishing best practices for content development, CRM data management, and marketing operations.
- Researching market activities for: Emerging Markets, Legislative Actions, Clients, Regional Needs, and Development Trends.
- Attending trade shows and trade organization meetings.
- Coordinating regularly occurring in-house "Rainmaker's" meetings to encourage business development and lead sharing.
- Coordinating with external vendors for design, media, and event support as needed.
- Additional similar duties and responsibilities to advance the firm's marketing efforts.

EDUCATION, EXPERIENCE, AND COMPETENCIES:

- Bachelor's (BS or BA) degree in Marketing, Communications, English, Business Administration, or related field (Master's preferred).
- 10-15 years of progressive experience in marketing, communications, and/or business development within the AEC (Architecture, Engineering, and Construction) industry.
- Proven success leading marketing teams and managing complex pursuit efforts.
- Experience leading and mentoring a marketing team.
- Strong knowledge of public procurement requirements and government contracting processes.
- Proficiency with Adobe Creative Suite, CRM systems (Unanet/Cosential or similar), ERP systems (Deltek Vision/Vantagepoint or similar), and Microsoft Office.
- Strategic thinker with high attention to detail, creativity, and the ability to manage multiple priorities under tight deadlines.
- History of involvement in SMPS, ACEC, AIA, or similar professional organizations or local special interest groups targeted at Pare's client and markets.
- Certified Professional Services Market (CPSM) preferred.

Pare Corporation offers a solid compensation and benefits plan including:

- Competitive Salaries
 - Paid Holidays and Vacations
 - Health, Dental, Vision, Life, and Long-Term Disability Insurance
 - 401(k) Retirement Plan with Competitive Company Match
 - Tuition Reimbursement
 - Flexible Hybrid Working Environment
 - Professional Registrations and Memberships
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Salary Description: \$100,000-\$125,000 or commensurate

Apply for this position by uploading your cover letter & resume, referencing the job code, at <http://www.parecorp.com/Careers> or mail to: Pare Corporation, 8 Blackstone Valley Place, Lincoln, RI 02865 Attn: Human Resources. **Resumes submitted without a Cover Letter will not be considered.**

Pare Corporation is an Equal Opportunity Employer and maintains a policy of affirmative action for minorities and women, individuals with disabilities, and protected veterans.