

Business Development and Marketing Director – AQ Studios Architecture (New Orleans or Lafayette, LA)

Lead the Brand. Tell the Story. Shape the Future.

AQ Studios Architecture—a multidisciplinary firm with offices in New Orleans and Lafayette, Louisiana is a 45-person firm rooted in healthcare, education, hospitality, historic preservation, and multifamily design. AQ Studios is poised for continued growth and is seeking a strategic and relationship driven Business Development and Marketing Director to join our team. This dual-role position will help support BD lead generation while stewarding marketing excellence across our sectors.

As a key member of the firm's team, this person will collaborate closely with the firm's Business Development Leader, other Principals, Studio Leads and operations to develop a consistent BD opportunities pipeline and cohesive market presence.

What You'll Do (Key Responsibilities):

Business Development (60%):

- Assist in managing a proactive business development strategy for each sector, geography and client tier.
- Build and maintain AQ's relationships with current, past, and prospective clients.
- Oversee and maintain the firm's BD system in Salesforce, assisting the principals in tracking opportunities from lead to win.
- Coordinate RFP/RFQ responses, interviews and presentations with proposal teams.
- Represent the firm at key industry events, conferences, and networking functions.
- Analyze win/loss data and develop strategies for continuous improvement.

Marketing (40%):

- Develop the firm's marketing strategy and annual calendar, aligned with BD goals.
- Ensure brand consistency across all materials, platforms, and communications.
- Oversee creation of proposals, qualifications packages, presentations, and sector specific collateral.
- Manage website updates, project profiles, team bios, and case studies.
- Lead social media content planning and execution.
- Supervise marketing assets and maintain an up-to-date content library.
- Act as a key partner to firm leadership, providing strategic marketing counsel and direction.
- Establish key metrics for marketing performance and implement data-driven strategies to grow visibility and engagement.

What We're Looking For

- Bachelor's degree in Marketing, Communications, Business, Architecture, Graphic Design, or a related field.
- 8+ years of progressive marketing experience in business development and/or marketing in A&E, Design or Construction industry.
- Strong strategic thinking, interpersonal, presentation and storytelling skills
- A proactive mindset with the ability to execute independently and collaboratively.
- Experience managing proposal processes and content creation
- Proven ability to maintain CRM systems (Salesforce preferred)
- Skilled at balancing proactive leadership with hands-on execution

Key Competencies:

- Client focused mindset and polished communications style.

AQ Studios

AQTeam.com

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- Strategic planner with attention to “the details”
- Strong graphic design abilities; fluency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and basic web CMS platforms, Microsoft Office, and CRM tools.
- Comfortable leading in a fast-paced, deadline driven, collaborative environment.
- Strong writer and editor for proposal and brand content.

Why AQ Studios?

- We’re a design-forward, community-centered firm driven by purpose and innovation.
- You’ll work with passionate architects and designers across sectors like healthcare, education, historic restoration, and multifamily.
- You’ll have the opportunity to build something new, shaping how our work is seen and understood in the world.

Visit us at www.aqteam.com to learn more.

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