

# MARKETING COORDINATOR

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Upland Design Ltd is a professional landscape architectural design firm. We specialize in public park design, garden design, sports fields, playgrounds, natural area restoration, streetscape, and transportation sites. This is our 25th year of assisting clients in Illinois, Michigan, Iowa and Indiana, with all phases of site and project planning, construction document preparation and construction assistance.

Marketing Coordinator:

## RESPONSIBILITIES

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- Research and Develop proposal and qualifications submissions for potential clients/projects
- Creates press releases, case studies and other relevant content
- Creates & delivers social media content via Facebook, Twitter, Instagram & LinkedIn
- Assist with advertising pieces as needed
- Creates, monitors, and regularly updates all marketing collateral & promotional materials (project sheets, project lists, employee project experience lists & bios, reference letters, reference lists, company/team organization charts, project control tools, master project list, etc.), both print and digital.
- Assists with business development (research prospective clients, maintain database)
- Creates company website content (website design by others)
- Creates blog posts & solicits employees for blog posts weekly
- Creates and sends corporate holiday cards, other event invitations & holiday gifts
- Performs market research (monitor industry-related market information; read publications relevant to business plan goals, target markets, forecast trends; evaluate/ analyze research studies)
- Other supporting tasks to assist landscape architecture team

## QUALIFICATIONS

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- Computer proficiency in all Microsoft applications (Word, PowerPoint, Excel)
- Proficiency with Photoshop and InDesign.
- Advanced Adobe Acrobat skills such as text and image editing; form creation an added bonus
- Outstanding creative writing and editing skills (grammar, spelling, conciseness, etc.)
- Ability to organize and design information and materials for clear and concise presentation to clients
- Excellent interpersonal skills and Works well in teaming / collaborative environments
- Strong attention to detail, organizational skills, the ability to effectively handle competing priorities, juggle multiple assignments and tight deadlines – and do each one well in detail
- Energetic and enthusiastic about pursuing new challenges and solving word puzzles presented in requests for proposals.
- Professional attitude and team-oriented approach
- Professional marketing experience providing marketing support in the A/E/C industry is strongly preferred
- Desired: Associates or Bachelor's degree in Marketing, Communications, English, Journalism, or related area
- Additional skills and certifications that are welcome: Photography portfolio, FAA Remote Pilot Certificate, Professional Certified Marketer (PCM), Project Management Professional (PMP), Illinois Notary

## ADDITIONAL INFORMATION

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- This is a full time Marketing Coordinator position.
- Benefits include an IRA plan with company match
- Paid Time Off Accruing Monthly
- Health, Dental and Life Insurance
- Upland Design Ltd has offices in Plainfield and Chicago, Illinois. This position will be in the Plainfield office at 24042 Lockport Street.
- Upland Design Ltd is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.
- Check out our web site to see more information about the company.  
[www.uplandDesign.com](http://www.uplandDesign.com)
- **Email resume and work samples to [maryh@uplandDesign.com](mailto:maryh@uplandDesign.com)**



**uplandDesign Ltd**

Landscape Architecture and Park Planning

**go outside™**