

# 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 24th year of assisting clients in Illinois, Michigan, 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, enthusiastic, loyal and committed to the profession and to the specific projects he/she is responsible for
- 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 INFORMATION**

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- This full time 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. Phone: 815-254-0091
- 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 [info@uplandDesign.com](mailto:info@uplandDesign.com)**



**uplandDesign Ltd**

Landscape Architecture and Park Planning

**go outside™**