

PROPOSAL AND MARKETING MANAGER

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 27th year of assisting clients in Illinois, Michigan, Iowa, and Indiana, with all phases of site and project planning, construction document preparation, and construction assistance.

The Proposal and Marketing Manager supports the firm's business development and branding efforts by producing compelling marketing materials, coordinating proposal responses, managing digital content, and helping maintain a consistent brand image. This role requires excellent communication skills, a design-focused mindset, and the ability to work collaboratively in a fast-paced, deadline-driven environment. A person with vision to move the firm's marketing efforts forward is key.

RESPONSIBILITIES

Proposal & Qualifications Development

- Coordinate and produce responses to RFPs/RFQs, including writing, editing, and assembling proposals. 20-30 Per Month.
- Maintain and update proposal templates, project sheets, and staff bios.
- Work closely with project managers and principals to gather relevant project information and tailor submissions.

Marketing Materials & Content Creation

- Develop marketing collateral such as brochures, presentations, project profiles, and award submittals.
- Create clear, visually compelling graphics and layouts aligned with the firm's brand standards.
- Assist in writing copy for project narratives, firm descriptions, and promotional content.

Digital Marketing & Social Media

- Manage website updates, blog posts, and social media content across platforms (e.g., LinkedIn, Instagram).
- Track analytics and engagement to optimize content performance.
- Support digital campaigns and e-newsletters.

Brand Management

- Maintain consistent brand identity across all visual and written materials.
- Oversee the organization of digital assets including images, project files, and marketing archives.

Business Development Support

- Assist with tracking leads, opportunities, and client interactions.
- Support coordination of conferences, trade shows, and networking events.
- Conduct market research on competitors, industry trends, and potential clients.

QUALIFICATIONS

Education & Experience

- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field.
- 5-10 years of marketing experience, preferably within the A/E/C Architecture/Engineering/Construction or design industry.

Skills & Knowledge

- Strong writing, editing, and storytelling skills.
- Proficiency in Adobe Creative Cloud (InDesign required; Photoshop and Illustrator preferred).
- Familiarity with CRM systems and website CMS tools (WordPress experience a plus).
- Ability to manage multiple deadlines and projects simultaneously.
- Strong organizational skills and attention to detail.
- Interest in landscape architecture, sustainability, and the built environment is highly valued.

ADDITIONAL INFORMATION

- This is a full-time Manager position, in person at our Plainfield, Illinois location.
- Salary is based on experience, and the range is expected to be \$72,000 to \$92,000.
- 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
- **Email resume and work samples to maryh@uplandDesign.com**

