



LANDSCAPE DESIGN | CONSTRUCTION | FINE GARDENING

## Position: Media Coordinator

**Job Summary:** The **Media Coordinator** plays an integral role in the day-to-day operation and digital communications of an award-winning landscape architecture design/build firm. This position works closely with the administrative team, design department, field crews, and various other groups to create and promote marketing content, manage social media presence, develop advertising materials, and produce imagery work for design projects. The Media Coordinator will also engage with the community through public relations and community events.

## Job Requirements/Duties:

- Create and maintain a rich social media presence across all major platforms including, Facebook, Instagram, LinkedIn, and YouTube
- Travel to client properties / jobsites to document progress and capture photo & video content for use in marketing & training materials
- Assist with drone services and operations, including acting as a Visual Observer (spotter) when conducting drone flights on client properties, helping with mapping and 3d modeling of properties, pilot drones once pilot certification is acquired
- Involvement in a variety of communications projects, including the creation of marketing materials, campaigns, recruiting videos, and web content
- Design, manage, and implement digital advertising and social media campaigns
- Support the Design Department by providing imagery and visual photo work when needed, helping with media-rich workflow transitions from one software program to another
- Help establish and maintain content libraries (photos, design software libraries etc.)
- Assist with employee engagement efforts and event coordination
- Track performance of various social media initiatives making necessary changes to improve business results
- Establish relationships between vendors, affiliates, and the community
- Assist with creating and implementing digital recruiting strategies on social media
- Support other departments by providing advertising materials for special/seasonal offerings
- Collaborate with other administrative team members on special projects
- Other duties as assigned

## Qualifications:

- Prior experience managing social media channels for a business
- Bachelors or Associate Degree or equivalent experience in Business, Marketing, or Communications
- Proficient in Adobe InDesign, Photoshop, or other Design Software such as Canva
- Prior experience with web design & web content creation
- Photography & videography experience preferred
- Strong computer skills and proficiency with Mac products and Microsoft Office Programs
- Interest in the landscape/green industry is preferred
- High attention to detail, strong organizational skills, and a team player
- Must be able to work independently with limited supervision
- Ability to manage multiple projects at one time
- Strong analytical and problem-solving skills