

ISENBERG PROJECTS

Marketing + Design Project Coordinator

About IP

Isenberg Projects is a creative consulting agency based in Boston that specializes in placemaking and community engagement. We believe that the best communities are hyper collaborative and inclusive, and that magic happens when community members are an integral part of the changes happening around them.

Through our relationships with cities, districts, developers, artists, small businesses, musicians and nonprofits and cultural institutions, we are committed to amplifying voices and varying perspectives to foster shared value and active places.

We recognize the value of diversity in our projects, community and our workforce and are committed to equal opportunity. We are making a commitment to shifting our current racial demographic to emphasize and prioritize hiring BIPOC candidates for all available positions. This will be practiced until the team is at least 30% BIPOC, and will continue indefinitely thereafter

About the Marketing + Design Project Coordinator

The Marketing + Design Project Coordinator is obsessed with knowing (and setting) new trends in design, retail, and social media. You seek to not only be the first to know what's cool, you want to share it with everyone you know. You're the first to show off an epic restaurant experience on Instagram and Tiktok, and your friends look to you to find out what's happening in Boston. You are highly organized, an excellent writer, and you *always* know how to reach your intended audience.

In this role, you will be running alongside our Senior Design Director and Marketing Manager, working on marketing plans and social media campaigns, writing press releases, and designing graphics. You are an excellent writer, with the ability to switch tones and voices flawlessly to suit the needs at hand. You thrive in a fast-paced environment and aim to be three steps ahead of your coworkers.

This job entails

- Translating client needs into branding strategies, design products, and marketing collateral
- Managing multiple social media accounts simultaneously
- Writing marketing copy in multiple voices and/or tones
- Juggling multiple projects and deadlines at once
- Search engine optimization, digital metrics
- Updating websites on a variety of platforms, including Wordpress and Agility
- Maintaining digital graphics and photography library
- Project management and art direction
- Collaborating with creative directors, branding experts, developers, marketing, and other professionals to create media and comprehensive marketing campaigns
- Articulating and executing design decisions to help elevate brand messages through visuals
- Research into trends in design, social media, and guerilla marketing
- Designing cohesive visuals across all platforms, including print materials, website graphics, digital images
- Designing graphic templates for social media

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- Pulling vendor quotes
- Participate in creative brainstorms to generate ideas for clients
- Deliver flawlessly on assigned project components

Qualifications

- A Bachelor's degree or equivalent work experience
- 2 to 3 years experience in graphic design, preferably in an office environment
- Strong communication skills, and highly organized
- The ability to handle multiple projects at once all the while being able to prioritize jobs based on required deadlines
- You've mastered Google Drive, Microsoft Suite, and social media platforms
- Proficiency in the Adobe Suite, particularly Illustrator, Photoshop, and InDesign.
- Proficiency in GIS, Sketchup, and CAD is a plus
- Proficient in Wordpress
- SEO experience
- Experience with Asana

About you

- You are determined - Not only can you build something special without a roadmap, you thrive in discovering the unknown and overcoming obstacles
- You balance a big picture mindset with rapt attention to detail
- Organization is your bff
- You are passionate about making our cities more engaging
- You can make friends with anyone
- Curiosity is your fuel
- You love to discover new places and figure out what makes them unique
- Interested in arts and culture and design
- You're confidence is infectious
- You're passionate about mentoring others
- You have a solutions oriented mindset. No problem is unsolvable, and you get excited by new challenges.

Competitive salary commensurate with experience \$40,000 - \$45,000 with employer covering 80% of health insurance and dental, disability and life insurance in addition to a comprehensive retirement and 401k matching program.

Applicants must be based in Boston. Isenberg Projects is remote due to COVID-19 but will transition into an in-person working environment in the near future.