

Summer 2025

MARKETING AND COMMUNICATIONS ASSISTANT

Reed Hilderbrand is a landscape architecture practice based in Cambridge's Central Square. Our seventy landscape architects and designers are engaged across the United States and abroad. Diversified and cross-pollinating, our body of work includes art centers, arboreta and botanical gardens, colleges and universities, urban parks and significant cultural landscapes, green infrastructure as well as private residences and hospitality. Recently completed projects are featured in *The New York Times*, *The Guardian*, *Financial Times*, *Art Newspaper*, *Galerie*, and elsewhere.

A seasoned, fluidly collaborative marketing and communications team leads the pursuit of new work and execution of communications in close collaboration with our principals. To support such endeavors, we seek to grow our team with an Assistant-level new hire. The position supports all aspects of capturing new work, manages awards program submissions, explores opportunities to further our storytelling in social media and a new website now in design. The Assistant reports to the Marketing and Communications Manager under the Associate Principal – Director of Marketing and Communications. This role touches all members of the staff and affords regular direct collaboration with firm leadership.

OPPORTUNITIES

The Marketing and Communications Assistant will contribute expansively to our practice. Central to the role is making and maintaining various tools and data that relay our capacities and the stories of our work, including original drawings and publications. There are opportunities to refine and improve upon what we do well and to grow our capacity through experimentation and development of fresh insights. The Assistant will play an important role in finding digital strategy expression for our design culture.

Representative regular tasks and routines within the first year include:

New Business

- Coordinate development of marketing materials using Adobe Creative Suite, especially InDesign; traffic their refinement and editing through the life of the project with principals and project teams
- Support Director of Marketing, Marketing Manager in proposal deadlines, interviews, meetings, and business development research
- Support Marketing team and principals in desk research around new projects, clients, and communities

- Update Deltek VantagePoint CRM with contacts and potential projects continuously

Communications

- Coordinate, create, execute social media to fulfill a strategy that both celebrates publicly visible projects AND representative stories about our design culture, areas of expertise, staff personalities, studio events
- Quarterback the processes to enter annual design awards programs, trafficking packages for feedback and incorporating edits
- Update Open Asset with images project data, talking points, narratives and potential projects continuously
- Support development of 2025 website assistance and coordination including:
 - Organization of digital resources (images, video, text, project data) of in-house curatorial efforts week-to-week
 - Assistance collecting feedback from wider Website Working Group for all aspects of content selection for CMS modules
 - Assistance proofreading throughout, beta-testing with staff, friends and family, and professional peers
 - General support re-sizing, formatting of images, video and audio files

IDEAL CANDIDATE PROFILE

You are independently motivated by interests in landscape architecture, design, art, ecology, botany, and history. You are eager to learn about our unique design culture through relationships with staff. You bring a point of view but are flexible, open to learning continuously. You are eager to own projects assigned to you; you are comfortable working under multiple competing deadlines. You bring an attention to detail in all things you work on and are comfortable seeking and receiving iterative feedback. You are ready to grow through routines and rhythms of our studio.

COMPENSATION

Compensation includes a salary ranging \$55,000 - \$65,000 (commensurate with experience) and a competitive, comprehensive benefits package plus annual bonus.

POLICIES

Equal Opportunity Employer

Reed Hilderbrand is proud to be an Equal Opportunity Employer. We are committed to an environment of mutual respect, and seek to cultivate an inclusive, welcoming, and collaborative community. Reed Hilderbrand provides equal opportunities for all employees and applicants for employment without regard to race, color, religion, creed, national origin, sex, age, ancestry, sexual orientation, genetics, pregnancy, marital status, gender identity/expression, disability,

handicap, military obligations, veteran status or any other category protected by law. Reed Hilderbrand does not tolerate discrimination of any kind and will not allow any form of retaliation against individuals who raise concerns of equal employment opportunity. External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

Affirmative Action

It is our policy not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, disability/handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, gender identity, physical appearance, sexual orientation, political beliefs, student status:

We shall take affirmative action to ensure that applicants and employees are treated without regard to race, religion, color, age, marital status, disability, sex, gender identity, sexual orientation or national origin. Such action shall include, but not be limited to: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation selection for training including apprenticeship insofar as it is within our control. We will maintain a harassment-free work environment for all employees. We will require our employees to comply with this policy statement and Affirmative Action Plan.