



Position: Design & Communications Coordinator
Department: Marketing
Reports to: International Sales & Marketing Manager
Salary: \$40-50K

About the Company

ADG is one of the world's most respected water park and aquatic venue design, construction, and manufacturing firms in the industry offering a comprehensive range of products and services that continue to set the standard throughout our industry. Our commitment to innovation, creativity, and high-quality work is reflected in everything we do, whether that's manufacturing a single component for a wave system or building a complete 20-acre waterpark.

As part of our team, you will have the opportunity to be a part of some of the most dynamic and creative projects taking place in the industry today. While ADG's headquarters is located in Upstate New York, our projects span the globe. And our client list features the best of the best, including Sea World, Six Flags, Wet n' Wild, Dollywood, Marriott, Hyatt, Gaylord Resorts, Hollywood movie productions, and much, much, more.

ADG is a high energy work environment with fast paced deadlines. You are right for our team if you are a proactive problem solver with attention to detail, able to maneuver multiple projects at once and can easily handle multiple and often shifting priorities and get great satisfaction on a job well done!

About the Role

As a Design & Communications Coordinator, you will report to the International Sales & Marketing Manager. The ideal candidate will be responsible for creating engaging and informative industry focused, and ADG branded content to efficiently communicate company unique value propositions, provide marketing department with more frequent outbound communication content and sales materials with the goal of generating more inbound sales inquiries.

Key Responsibilities

- Content Creation & Planning: Develop a strategy to produce regular written content, including blog posts, articles, and marketing materials, to effectively convey the company's message and values to more consistently communicate to our target market

- Strategically research industry-related topics/discussions to generate thoughtful and relevant content
- Develop and Manage Plans for developing digital sales content for better positioning ADG as a 'thought leader' in the industry (ie: videos, infographics, webinars, podcasts, presentations, editorial opportunities) and collaborate with Marketing team to determine best plan to roll out content.
- Public Relations: Write press releases, develop media pitches, seek out strategic public relation plans/campaigns and manage ADG's media database.
- Design sales and marketing collateral: such as brochures, advertisements, direct mail packages, tradeshow graphics, and sales proposals/ presentations ensuring that they are visually appealing and meet the ADG brand standard.
- Manage design assets, including logos, photo library, and fonts, ensuring that they are organized and easily accessible.
- Stay up-to-date with design trends, tools, and techniques, and recommend new ideas and approaches to the team.
- Oversee Sales/Marketing Customer Relationship Management Program (CRM) HubSpot to ensure sales team is managing interactions, synchronizing customer-related activities, foster leads, marketing automations and strategic reporting
- Conduct occasional market research for strategic sales outbound communications
- Maintain marketing collateral stock, merchandise, and other miscellaneous administrative tasks.

Qualifications

- 1-2 year's experience
- Bachelor's degree in marketing, communications or related field
- Strong writing, editing and communication skills
- Proficiency in design software including Adobe Creative Suite (InDesign, photoshop & Illustrator)
- Strong experience in utilizing and maintaining CRM platforms (HubSpot, Salesforce, Dynamics, Pipedrive etc.)
- Excellent time management, organization and priority defining skills.
- Ability to coordinate and manage multiple projects simultaneously.
- Able to meet tight deadlines and work in a fast-paced environment with changing priorities.
- Creative project approach and willingness to learn.

- This is an on-site position that will be based in our headquarters in Cohoes, NY.
- Must be legally eligible to work in the US.
- A team player!

Why ADG?

Our team members are hardworking, dedicated and highly respected within the industries that we serve. Our reputation has been built on delivering creative and innovative solutions with a “whatever it takes” approach to client satisfaction. The foundation of our success has been built upon the talents and integrity of our employees, and we value the contributions of every team member.

As you help build ADG's success, we are committed to helping you build a prosperous and successful future. We offer challenging career opportunities, competitive salaries, and a comprehensive suite of benefits to promote the health and financial security for you and your family.

Every ADG employee is empowered to act in ways that make each day better, whether that's lending a hand to a colleague or bringing forward a new client solution or process improvement. Individually and collectively, our work achieves results that make a difference — for our clients, our client's customers, and ourselves.

Benefits

- Competitive Paid Time Off
- Company Paid Holidays
- Comprehensive health care insurance plan that covers medical, dental, prescription, and vision.
- Competitive 401(k) program with employer matching contributions
- Daily dress code of “business casual”
- A positive work environment
- And much, much more

If interested in applying for this position, please submit resume and writing sample to: lauren.shafer@aquaticgroup.com