About YARD & Company

YARD & Company is an urban growth firm founded in early 2018 that uses urban design and development strategy to help people uncover what is possible for their places through market making, storytelling, and problem solving. We value authentic neighborhood growth, the hyper-power of what can be done in small spaces, collaborative development and a human-scaled approach to the way places can change for the better. Our designers, tacticians, and neighborhood development specialists have over 25 years of combined experience in urban design, architecture, urban planning, public space activation, engagement, journalism, marketing, community development corporation leadership, and real estate development. We are unapologetically born out of the Midwest experience and export the lessons learned here about post-industrial cities and neighborhoods across the globe. Our core purpose is to provide real, active, and adaptable solutions for our clients that meaningfully grow their place.

Our workplace culture is built around working hard together with our partners, having fun, and braiding together all aspects of a balanced lifestyle, whatever that lifestyle happens to be. We value creative problem-solving, entrepreneurial energy, and smart design that is equal parts general vision and detailed execution.

What is a Design Strategist?

YARD & Company’s consulting services are national leaders in three industries: Urban Design/Planning, Economic Development and Demand Discovery. Across these industries, our work focuses extensively on uncovering demand as a means to understanding and shaping supply. Our growing staff structure reflects this organization. The Design Strategist contributes to both the demand and supply side of the house and coordinates the interplay between the two. This position works directly with firm leadership.
Responsibilities

This position regularly entails the following responsibilities:

• Demand Strategy
  o Engagement and event planning/coordination/execution
  o Physical, market, site documentation, place analysis, surveys/interviews, etc
  o Activation concept, design development, coordination and implementation
  o Engagement and activation event marketing, storytelling and collateral design

• Supply Design
  o Case studies, precedent studies and trend spotting
  o Program research and documentation
  o Site development testing and common development typologies
  o Development modeling and quantitative analysis
  o Street and public space concept design
  o Development master planning
  o Illustrative planning, modeling and rendering
  o Exploratory and explanatory diagrams and overlays
  o Policy research
  o Documentation, presentations and reports

• Project Management
  o Track workflow, time utilization and milestones/project status
  o Manage project files, equipment and other materials

• Advocacy, experience sharing, marketing and professional development
  o Be active in community around causes of mutual concern
  o Regularly contribute to YARD blog, news and social media
  o Obtain and maintain active membership in relevant professional organization(s)
  o Pursue continuing education opportunities
  o Assist in the professional development of junior staff

• Office Administration
  o Printing and shipping coordination
  o Assist in the maintenance and organization of online and offline resources (digital resources like reports and photos, YARD and Playbook Resource Libraries, activation equipment, office supplies, etc.)
  o Assist in the general upkeep of office space, design standards/templates and YARD & Company brand
Required qualifications and skills

This position requires proficiency in the following areas:

- Teamwork and collaboration
- Internal and outward communication (verbal, writing, visual, etc)
- Hand drawing, photography and visual/graphic design
- Use of common tools to build activation/programming components
- Ability to carry moderate loads
- Moderate hospitality capabilities (vending, food/beverage, experience management)
- Computer programs and platforms:
  - Adobe Creative Suite
  - Google G-Suite
  - Microsoft Office programs
  - ArcGIS and ESRI Business Analyst or similar
  - AutoCAD or similar
  - Sketchup
  - Google Earth
  - Survey Monkey
  - Mailchimp
  - Squarespace and equivalents
  - Trello
  - Slack
  - Evernote
  - Dropbox
  - Social media
Experience

This position requires 2 to 5 years of similar experience.

Compensation

Salary and benefits commensurate to experience

Interested applicants

Interested applicants should provide YARD & Company the following:

- Brief paragraph explaining interest, availability and general overview of experience/skills
- Resume (1 page max)
- Web/download link to portfolio/collection of selected works where the applicant was the primary author of the material
- Best way to contact

Please send materials to joe@buildwithyard.com