



## MARKETING ASSISTANT JOB DESCRIPTION

<b>Date:</b>	<b>August 1, 2020</b>
<b>Location:</b>	<b>Newport Beach, CA</b>
<b>Reports to:</b>	<b>Director, Marketing</b>

### **Job Summary:**

Under general supervision, the Marketing Specialist supports the marketing department leaders on projects directed at developing sales and marketing strategies, campaigns, budgets, advertising, research, and production. The Marketing Assistant will be responsible for monitoring the development of marketing support collateral, maintaining brand consistency, and ensuring that all project deadlines are met. The individual will work directly with the community team members, vendors, and supporting teams to provide services as requested

### **JOB RESPONSIBILITIES**

- **Marketing & Branding Guidelines:** ensure consistent and correct application of Marketing & Branding Guidelines across all consumer, resident, and investor-facing marketing materials
  - Initial roll-out: coordinate update of existing marketing materials and production of new marketing materials
  - Routine audit: assist in ongoing review of all materials to ensure adherence to guidelines, and coordinate updates as needed
- **Prospect Engagement:** oversee resident and prospect engagement e-campaigns
  - Eblasts: execute strategic calendar of eblast campaigns throughout a community's lifecycle and an individual prospect's sales cycle
    - Build and schedule all eblast communications
    - Generate targeted mailing lists for each eblast
    - Generate weekly performance reports to share with community teams, and review with Director of Marketing
- **Collateral Production:** coordinate day-to-day production of marketing materials, i.e. print advertisements, direct mail pieces, brochure/sales collateral, event collateral, resident-facing materials, and other customized pieces
  - Maintain job production calendar
  - Track progress of all jobs in production
  - Coordinate with community teams to review comps, and collect feedback
  - Communicate directly with graphic designer to initiate jobs, provide feedback, and close jobs when completed



- **Resident Reviews:**
  - Respond to online reviews on community websites and social media accounts
  - Generate monthly sentiment reports for each community
- **Community Product Information:** ensure community marketing materials are current and updated with accurate product information
- **Monthly Reports**
  - Determine monthly KPIs for all digital marketing efforts
  - Measure performance of all digital marketing campaigns, and assess against goals (ROI) and KPIs
  - Produce monthly reports to share with communities detailing e-campaign data, social media data, and all data from digital marketing agency
- **Corporate & Community Websites:**
  - Respond to online reviews on community websites
  - Collaborate with internal teams to create landing pages and optimize user experience
  - Make updates/edits/revisions as needed or requested by community Executive Directors and other internal stakeholders
  - Update copy to strengthen SEO as needed
  - Manage and direct all communications with website vendor
  - Optimize listing for Google My Business

### **Qualifications:**

- Bachelor's Degree in Marketing, Business Administration, Advertising (preferred)
- Minimum of 2 years of marketing experience
- Experience in real estate, development, homebuilding industry (preferred)
- Experience in managing website CMS platforms
- Exceptional communication and organization skills, including written and oral skills
- Solid computer skills, including use of Microsoft Office Suite, Adobe Acrobat, CMS, CRM,
- Ability to multi-task effectively in a fast-paced environment
- Excellent problem-solving skills
- Ability to execute projects from ground up with little oversight

### **Physical Requirements:**

- While performing the duties of this job, the employee is regularly required to stand, sit; talk, hear and use hands and fingers to operate a computer, stoop kneel to install equipment
- Specific vision abilities required by this job include close vision requirements due to computer work
- Light to moderate lifting



**To Apply:**

- Send resume and cover letter with salary requirements to:  
[Atutunjian@avidapartners.com](mailto:Atutunjian@avidapartners.com)
- Please no phone calls
- In subject line of e-mail include: {Your Name} & Marketing Assistant Position