



## Marketing Coordinator Job Description

**REPORTS TO:** Marketing Manager and collaborates with Regional Managers.

**COMPENSATION:** Non-exempt / hourly. This position is eligible for overtime. Bonuses are at Management discretion.

The Marketing Coordinator creates, implements, and oversees communication programs, be internal or external, that effectively describe and promote Gillespie Group and its brand.

### EDUCATION, TRAINING AND EXPERIENCE/QUALIFICATIONS

Responsibilities include but not limited to the following.

- **Education**
  - A college degree or equivalent experience is recommended, but not required.
  - The position does require the ability to read and write English fluently, the ability to perform advanced business mathematical functions and must have strong communication skills.
  
- **Experience**
  - 1-2 years of previous experience in marketing and/or advertising or related field is recommended.
  - 1-2 years of previous experience in social media management, event planning, and marketing strategy is a plus
  
- **Skills:** The position requires the ability to communicate well with team members, both written and orally. In addition, the position requires the following:
  - Professional image, Confident communicator, and presenter.
  - Self-motivated with a positive and professional approach to management.
  - Strong writing, editing, proofreading, skills.
  - Positive communication and ability to present concepts verbally.
  - Strong customer service orientation.
  - Strives in a fast-paced and multitasking environment
  - Good organizational and planning skills.
  - Confidentiality awareness
  - Knowledge and experience of working with vendors, a negotiator of proposals, always looking out for the owner's best interest in price and value.
  - Works well under pressure and can receive constructive feedback in order to make necessary alterations to meet the company's goals and objectives.
  - Should have strong working knowledge of Apple Products, Adobe Creative Suite and working knowledge of HTML CSS and Wordpress is preferred.

Initial: \_\_\_\_\_

- Strong knowledge and understanding of current trends in digital and social media, working with applications such as Twitter, Facebook, Instagram, LinkedIn, Blogs, Pinterest, Snapchat, Wordpress blog.
- **Attendance:** This position requires the ability to work any of the seven days of the week, 52 weeks of the year when events marketing is involved with requires it. This position requires the ability to serve as scheduled or as necessary.
- **Licenses:** A valid driver's license and current automobile insurance is required. Pass and maintain Fair Housing classes as well as act in accordance to state and federal Fair Housing laws.

**JOB DESCRIPTION:** Essential responsibilities include but not limited to:

- **Maintain company's internal communication strategy. Areas of focus to include:**
  - Assist with creating, planning, branding, and executing team building events, celebrations, and employee recognition opportunities that promote and strengthen our brand
  - Implement processes to increase employee awareness, promoting productivity, positivity, consistency, and inclusiveness.
  - Contribute to the onboarding process of new team members and involved with badges, nametags, and collateral.
  - Research and implement new trends in sharing brand with employees.
  - Site Communciations – active relationship and communication with all residential properties to ensure the Marketing Department is an efficient and productive service arm to them.
- **Contribute to company's external communication strategy. Areas of focus to include:**
  - Gather Sponsorship requests and provide summary to Director of Marketing
  - Keep up on social and digital media trends, bringing new ideas to the company plans.
  - Produce social media posts and engagement consistent with the Gillespie Group Brand
  - Gather content at all Gillespie Group related and attended events and create a plan to share on our platforms
  - Monitor social media interactions consistently and responding when necessary
  - Create new ways for the Gillespie Group brand to be communicated throughout the region
  - Add ideas and feedback and assist in executing the new development Marketing campaigns for lease up
  - Implement and participate in all guerilla marketing/face-to-face marketing
  - Residential property strategy creation and execution
- **Vendors/Third Parties Relationships. Areas of focus to include:**
  - Participate in necessary third-party events to build, maintain, and grow business to business relationships

Initial: \_\_\_\_\_

- Must provide a scope of work for all project communication and obtain three bids on all projects over \$250.00 in cost.
  - Edit material according to specific market or company requirements, keeping consistent with brand
  - Ensure the vendor is providing updates on projects, including completion dates. Keep communication channels consistent and clear.
- **Print/Digital Material:**
    - Order from online printing and promotion materials source on a consistent and monthly basis.
    - Review and proofread all materials for brand and accuracy.
    - Brainstorm, Design, and Develop graphics and material that is consistent with our brand and unique within our industry.
  - **Accounts Payable**
    - Categorize, split and code all Marketing department invoices and payments in preparation for Director of Marketing review and approval
    - Gather needed items to set up new marketing vendors in payment processing system

**FAIR HOUSING ACT (“FHA”) / ANTI-DISCRIMINATORY LAWS & ORDINANCES:**

Under the FHA, state laws and many local ordinances, no individual shall be subjected to discrimination because of race, color, gender, religion, sex, handicap, mental or physical ability, age, sexual preference, familial status or national origin in the sale, rental or advertising of dwellings, in the provision of brokerage services, or in the availability of residential real estate-related transactions. Said another way, fair housing is the right of individuals to obtain housing of their choice without discrimination based upon the above mentioned categories. The Gillespie Group expects each of its Associates to fully grasp and understand these anti-discriminatory policies and to adhere to these laws and ordinances in situations that are certain to occur in the ordinary course of business that the Gillespie Group provides to its clients. To that end, the Gillespie Group requires each Associate to periodically complete training courses on fair housing, landlord/tenant law and housing subsidy programs. Such training shall be paid for by the Gillespie Group and the Associate shall be compensated for the time either attending such training in person or via online courses.

THIS JOB DESCRIPTION MAY NOT BE ALL-INCLUSIVE AND EMPLOYEES ARE EXPECTED TO PERFORM ALL OTHER DUTIES AS ASSIGNED AND DIRECTED BY MANAGEMENT. JOB DESCRIPTION AND DUTIES MAY BE MODIFIED WHEN DEEMED APPROPRIATE BY MANAGEMENT.

**SIGNATURES:**

Employee Name: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Name: \_\_\_\_\_ Date: \_\_\_\_\_

*Job Descriptions are intended to present an illustrative description of the range of duties, the scope of responsibility and the required level of knowledge, skills and abilities necessary to describe the primary functions of the job; they are not intended to reflect all duties performed by those assigned to this classification.*

Initial: \_\_\_\_\_