



## Regional Marketing Coordinator Job Description

Gillespie Group is a creative solution-oriented entrepreneurial company that values branding, marketing, and the storytelling of history, present, and the future. We move at a business bold pace with GRIT, knowledge, and trust amongst our team and those we collaborate with. The marketing team gets an opportunity to lead the culture, story, and brand in everything we do, including residential and commercial real estate, and new developments and partnerships. We live and breathe our core values and make memories while we do. If you thrive in an innovative creative environment with the systems in place to keep things moving, then this is a great opportunity for YOU!

**REPORTS TO:** The Director of Marketing. Collaborates with the Marketing Manager, and Regional Managers.

**COMPENSATION:** Salary. \$50,000 - \$55,000 based on experience. This position is not eligible for overtime. Bonuses are at Management discretion.

### **EDUCATION, TRAINING AND EXPERIENCE/QUALIFICATIONS**

Responsibilities include but not limited to the following.

- **Education**
  - A college degree or equivalent experience is recommended.
  - 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 a full-time marketing role and/or advertising or related field is recommended.
  - A minimum of 1 year of previous experience in social media management, event planning, and marketing strategy
- **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 & positive communicator, and presenter
  - Self-motivated with a positive and professional approach to management
  - Strives in a fast-paced and multitasking environment
  - Good organizational and planning skills
  - Confidentiality awareness
  - 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 and Adobe Creative Suite

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- Strong knowledge and understanding of current trends in digital and social media, working with applications such as TikTok, Twitter, Facebook, Instagram, LinkedIn, Blogs, Pinterest, and Snapchat
- **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. Standard office hours are 8:30am – 5:00pm.
- **Licenses:** A valid driver's license and current automobile insurance is required. This position will require the ability to consistently travel to all Gillespie Group residential properties. 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:

- **Develop and implement marketing campaigns to increase awareness and drive traffic for residential properties based on geographical area and property type.**
  - Use the GG Creative Process and property demographics to create an effective campaign including budget to meet their desired goals
  - Promote our residential living opportunities through multiple channels to generate traffic
  - Keep up on social and digital media trends. Bring new ideas to the company plans
  - Create new ways for the Gillespie Group brand to be communicated throughout the region
- **Evaluate and report on the effectiveness of marketing campaigns by analyzing statics and strategies.**
  - Pull data and analytics from all marketing strategies and use set metrics to determine success of campaign and adjust accordingly to increase effectiveness
  - Provide weekly scorecard numbers to communicate effectiveness to marketing team and to Director of Marketing
- **Manage and maintain relationships with Gillespie Group residential site teams.**
  - Consistent face-to-face and additional interaction with all site team members to grow and maintain relationships, keeping open positive communication
  - Travel to the sites at a minimum once a quarter to connect with teams and brainstorm efforts
  - Meet with site teams and identifying potential new marketing opportunities in their region.
- **Respond to social media, online reviews, and inquiries on marketing platforms in relation to our residential properties while informing site teams to respond.**
  - Respond to residential social media inquiries, comments, or reviews within 2 hours of comment or message – gather any necessary information from the site teams

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- Maintain a positive tone with GG Core Values in mind when responding to all residential related inquiries, comments, and reviews
- **Manage residential properties marketing budgets**
  - Propose, track, and report on marketing budgets monthly to the Director of Marketing
  - Complete all Budget Vs Actual reports monthly to accounting
- **Main vendor and third party relationships. Areas of focus to include:**
  - 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.
- **Create and order print and digital marketing material:**
  - 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.
- **Work within our accounts payable system**
  - Categorize, split, and code all residential-related marketing department invoices and payments in preparation for Director of Marketing review and approval

**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.

**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.*

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