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**JOB DESCRIPTION**

**Job Title: Marketing Coordinator, Communities**

**Department: Human Resources**

**Pay Status: Non-exempt, Salaried, Full-time, Temporary (Time-limited to 8 months)**

**Revision Date: 4/5/2019, CNS**

**Position Summary:**

Biltmore Farms seeks a Full-time, Temporary candidate with relevant marketing experience with an interest in contributing to the company as a Marketing Coordinator. This position is primarily responsible for supporting lead generation by designing, formatting and implementing marketing campaigns in addition to tracking, analyzing and reporting on marketing metrics. This position will work on a mix of tasks that support the marketing team and Biltmore Farms as a whole.

The position is time-limited for a period of up to eight (8) months, with the possibilities of renewal or on-going permanent employment.

**Scope of Responsibilities:**

The Marketing Coordinator will be responsible for supporting a wide variety of marketing campaigns, initiatives, and projects for the Biltmore Farms as a member of the company marketing team. This position serves as marketing support in the absence of the Marketing Manager, Communities. Duties will be to implement the marketing plan outlined for Communities and will oversee coordination of various projects. Under general supervision, performs a variety of marketing tasks. Position requires knowledge of marketing, administrative and operational policy and procedure, and general business practices and procedures.

**Responsibilities**

**75 % MARKETING SUPPORT**

* Assists with marketing activities for the company, with specific areas of support related to Biltmore Farms Communities (i.e. Biltmore Lake, The Ramble Biltmore Forest).
* Maintain Biltmore Farms brand and client messaging and consistency by applying templates to produce marketing materials in collaboration with marketing team and agency contractors.
* Review marketing material specifications, and act as point of contact and liaison with marketing team and division leaders
* Coordinate the completion and submission of financial, marketing, and various property data to incorporate into customized property information packages.
* Provides marketing support to on-site sales teams at Biltmore Lake and The Ramble Biltmore Forest.
* Track advertising and materials budget; adheres to established marketing budgets.
* Maintains an accurate inventory and adequate supply of marketing materials for sales teams.
* Maintains collateral files with up to date information for immediate distribution.
* Makes regular updates to several WordPress websites.
* Manages social media accounts for Biltmore Farms Communities; manages several social media channels.
* Periodic creation of marketing materials.
* Assists with property release activities and communications.
* Works with Creative Agency to ensure all advertising deadlines are met.
* Works with vendors to ensure quality standards and deadlines are met.
* Collaborates with marketing team on projects as needed.
* Assists with community events as needed.
* Provides support in development and coordination of marketing signage.

**25% MARKET ANALYSIS**

* Design, implement and track advertising campaigns via Facebook, Google Ads, LinkedIn and other advertising platforms
* Oversee data tracking, analytics and reporting on marketing metrics
* Organize and project manage monthly data review meetings on rotating topics including social media, website content and newsletters
* Additional duties as assigned.

This job description is a general description of the essential job functions. It is not intended to describe all the duties the position may perform.

**Minimum Qualifications:**

Any combination of education and experience equivalent to:

* Associate’s degree (AA) from a two-year college or technical school inmarketing, communications, business administration, or a related field; AND,
* Minimum of four (4) years of professional experience in marketing department.

**Preferred Qualifications:**

* Social media management knowledge and experience (Facebook and Instagram).
* Proficient in Excel, Word, PowerPoint, and Outlook.
* Basic graphic design skills (e.g. InDesign, Photoshop, Illustrator).
* Experience with content management on WordPress websites.
* Interest in and knowledge of real estate.
* Salesforce experience is a plus.

**Knowledge, Skills, and Abilities:**

* Heightened sense of urgency in completing projects and deadlines.
* Ability to consistently provide exceptional customer service.
* Possess professional communication skills for interacting with vendors, management and clients.
* Strong organizational skills to manage tasks and projects without much oversight.
* Excellent copy and grammar skills.
* Ability to adjust content of marketing presentations by studying needs to customers and/or clients.
* Ability to work well either alone or as part of a team; must be able to serve effective as a member of a team and willing to contribute to success of the department.
* Proficient in MS Office Suite.
* Works well under pressure, willingness to meet tight deadlines
* Multi-tasker who can adjust to ever-changing priorities.