

Marketing Coordinator

Company Overview:

Headquartered in Bryan/College Station, Texas with offices in Houston and San Antonio, Oldham Goodwin Group, LLC, is a fully integrated commercial real estate firm offering comprehensive brokerage, development, management and investment services throughout the state, specializing in retail, office, industrial, commercial land, farm and ranch, multifamily, and hotel property types.

Position Overview:

The Marketing Coordinator is a full-time position, located in the Bryan/College Station office. The Marketing Coordinator is responsible for the production and distribution of marketing materials for all departments of Oldham Goodwin Group, LLC. Under the direction of the Marketing Manager, this person will be responsible for assisting in the creation of marketing materials pursuant to Oldham Goodwin Group's brand standards, as well as respective multifamily and hotel brand standards. The Marketing Coordinator will also report indirectly to the directors of respective divisions and individual agents regarding the creation of materials. The Marketing Coordinator will also be responsible for periodic maintenance of Oldham Goodwin Group's web site, as well as the company's and managed properties' social media presence. The Marketing Coordinator will be called upon to assist with other duties and responsibilities as needed.

General Overview Of Responsibilities/Duties:

- Work within specific brand standards for multiple entities regarding graphic design and proper placement of brand marks
- Collaborate on all created marketing collateral to the respective department for approval of content. Submit all collateral, after agent or department approval, to the Marketing Manager for final approval and execution
- Assist in the production of Brokerage department marketing items, such as Flyers, Offering Memorandums, and Proposals
- Coordinate with the Marketing Manager and Brokerage department on the development of email blasts and maintenance of the email addresses database, as necessary
- Assist the Marketing Manager with designing and ordering of specialty sign requests for all divisions of Oldham Goodwin Group. This includes developing additional materials for the sign company to determine proper placement of signs in cooperation with respective divisions
- Write and develop content for print, web and other advertising mediums, including radio and television in accordance with brand standards and/or approved message
- Conduct periodic maintenance of the web site, as well as social media outlets for multiple entities
- Execute duties in the pursuit of excellence with minimal mistakes and/or problems
- Perform other duties as assigned to meet business needs

Required Qualifications:

- Candidate must display a high level of graphic design proficiency using Adobe Creative Suite CS5, including InDesign, Illustrator, and Photoshop. (Graphic design portfolio not required, but highly preferred)
- BA or BS from a four-year college or university required. Marketing, Communications, or Journalism (Graphic Design experience is preferred)
- Candidate must display a level of proficiency with a DSLR camera
- Candidate must display knowledge of AP Stylebook
- Candidate must display a knowledge of web site proficiency regarding HTML & CSS
- Candidate should have basic knowledge in search engine optimization (SEO) and social media management
- Must possess a high degree of professionalism
- Must have excellent written and verbal communication skills
- Must be highly detail-oriented and organized