

## **Marketing Director**

### **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 advisory services throughout the state, specializing in retail, office, industrial, land, multifamily and hotel property types.

### **Position Overview:**

The Marketing Director is a fulltime position responsible for overseeing design, creation, and distribution of marketing materials for all departments and divisions of Oldham Goodwin Group, LLC. This person will be responsible for supervising and assisting in the creation of marketing materials pursuant to Oldham Goodwin's brand standards. The Marketing Director will report directly to the Chairman & CEO and will also report indirectly to the Directors of respective divisions and individual agents regarding the creation of materials. The Marketing Director will also be responsible for periodic maintenance to the Oldham Goodwin website and social media, as well as the websites and social media presence of managed properties' The Marketing Director will be called upon to assist in conference and trade show planning, signage endeavors, promotional items and other duties and responsibilities as needed.

### **Responsibilities/Duties:**

- Work within specific brand standards for multiple entities regarding graphic design and proper placement of brand marks.
- Approval of design, assist in executing, creating, and updating marketing & sales collateral for all divisions of Oldham Goodwin Group
- Oversee the design and creation of the company's quarterly newsletter
- Assist in the coordination and collateral creation for conferences and trade shows
- Oversee the coordination of email blasts for the Brokerage Department and assist in the creation of the email blasts when necessary
- Write and develop content for print, web and other advertising mediums, in accordance with brand standards and/or approved message.
- Oversee and assist in the creation, editing and execution of press releases for all divisions
- Order and assist in determining (as needed) placement of real estate signs including developing additional materials for the sign company in the placement of signage in cooperation with transaction coordinators and agents.

- Conduct periodic maintenance of the website, 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 by the Directors of respective divisions to meet business needs.

**Qualifications:**

- Candidate must have at least three years of management experience, overseeing a team, within a Marketing office
- Candidate must display a high level of graphic design proficiency using Adobe Creative Suite CS5, including InDesign, Illustrator, and Photoshop.
- BA or BS from a four-year college or university required. Marketing, Communications, Journalism and Graphic Design experience is preferred.
- Candidate must display a level of proficiency with a DSLR camera.
- Candidate must display a knowledge of web site proficiency regarding HTML & CSS.
- Candidate should have 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.