

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:

Under the supervision of the Vice President of Marketing, the Marketing Coordinator develops effective promotional materials and implements advertising, marketing, and communications programs for the company and its divisions in order to build brand awareness, increase sales and ensure clear communications regarding a variety of matters. This position offers considerable opportunities to leverage and develop skills in graphic design, digital marketing, social media, communications, branding and project management. It is critical that this individual be a highly organized multitasker able to handle many diverse projects at once and meet tight deadlines.

General Overview of Responsibilities/Duties:

- Assist in the development and implementation of the company's brand strategy. Work within specific brand standards for multiple entities regarding graphic design and proper placement of brand marks
- Create and edit marketing collateral and content for company and all of its divisions; this may include flyers, banners, Constant Contact emails, outdoor signage and paid advertising mediums such as Facebook Ads, Google Ads, print, radio or television
- Work closely with various divisions to create and implement marketing and advertising campaigns by assembling and analyzing data; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotions, advertising, events, and photoshoots
- Manage the content of our company website and subsidiary sites to ensure that they are current, dynamic, and relevant
- Assist in new employee onboarding process including scheduling photos, press releases, email signatures, and internal resumes
- Support and drive social media channels including Facebook, LinkedIn, Twitter, and Instagram; duties include developing content and campaigns for the company and its divisions/entities
- Assist in the development, writing, design, editing, and distribution of the company's quarterly magazine
- Work and negotiate with various outside vendors/suppliers to provide marketing materials and supplies as requested
- Assist marketing team members with day to day marketing tasks and coordinating projects and activities as requested; may serve as a backup to other department staff
- Help plan and participate in special company events or meetings
- Perform any additional responsibilities as requested or assigned

Required Qualifications:

- Bachelor's degree in marketing, advertising, communications or other relevant field required
- Proven success and work experience as a marketing coordinator or similar role preferred
- Creative and graphic design skill required; proficient knowledge of Adobe Creative Cloud, including InDesign, Illustrator, and Photoshop
- Proficient knowledge of traditional and digital marketing, content marketing, and social media marketing
- Excellent writing, communication, and presentation skills
- Experience in managing websites, specifically on a WordPress platform; knowledge of HTML & CMS preferred
- Solid computer skills including, MS Office and Google (Analytics, My Business, Ads)
- Basic proficiency with a DSLR camera preferred
- Proficient knowledge of print and digital production
- High degree of organization, attention to detail and level of professional conduct; self-starter, ambitious and multi-tasker
- Ability to work effectively under pressure and to tight deadlines
- Must be upbeat, take initiative, dependable, works well within a team and independently