

Brokerage Marketing Coordinator

Company Overview:

Oldham Goodwin Group, LLC is a real estate services and investments company that specializes in hotel, multifamily, and commercial properties throughout the state of Texas. Our team of specialized professionals work together to provide clients with best-in-class results for brokerage, development, management, and investment in the real estate sector. Strategically headquartered within the heart of the Texas Triangle in Bryan/College Station, Oldham Goodwin has additional offices to serve the Houston, San Antonio/Austin, Waco/Temple/Killeen, and Dallas/Fort Worth markets.

Position Overview:

Oldham Goodwin Group, LLC is looking for a self-motivated, detail-oriented individual to join their expanding brokerage team. The Brokerage Marketing Coordinator would work directly with our agents, under the supervision of the Brokerage Marketing Manager, to create marketing collateral that showcases their client's properties, as well as provide support to the team by keeping the website and other marketing venues up to date with current information. As a member of the Brokerage team the Marketing Coordinator will also assist with other team and client driven projects. Maintaining the efficiency of the transaction process with respect to marketing collateral and marketing venues is a key component of the job.

General Overview of Responsibilities/Duties:

- Create marketing materials for property listings, including but not limited to: Flyers, offering memorandums, retail maps, social posts, email blasts, mailings, press releases.
- Update existing design materials to include, but not limited to; print and interactive collateral such as proposals, offering memorandums, graphics/covers, flyers, maps, aerials, logos, floor plans, pictures, presentation graphic/charts, and end bound books.
- Manage email marketing; schedule, coordinate and manage campaigns and measure and report on the effectiveness of each one.
- Develop, amend, and/or maintain social media marketing campaigns.
- Post, manage, and edit property listings on various web-based platforms.
- Create and update property websites; monitor website design and content and track all analytics to ensure that it is relevant and meeting the Company's objectives.
- Design and assist with coordination of all property signage, working directly with vendors.
- Assist in on-boarding of new Brokerage agents to include creation and editing of professional resumes, website bios, signature block, and ordering business cards.

- Write and develop content for print, web and other advertising mediums, including radio and television
- Investigate and promote the use of new marketing tools.
- Work with the marketing team to create marketing presentations and collateral materials.
- Interface with other departments as needed.
- Perform other duties as assigned

Qualifications:

- Bachelor's degree in business, marketing, communications, or related field.
- A general understanding and interest in Commercial Real Estate.
- Excellent organizational skills and ability to set priorities, organize workload, handle multiple tasks, and meet deadlines with minimal direction in a fast-paced working environment to the satisfaction of internal clients.
- Strong verbal, written, editorial, and graphic design skills.
- Intermediate level of proficiency in Microsoft Suite, Adobe Creative Cloud (specifically InDesign, Illustrator, and Photoshop), Constant Contact, and Trello.
- Competence as a creative writer with an eye for great emails and landing pages.
- Candidate must display a knowledge of web site proficiency regarding HTML & CSS and have basic knowledge in search engine optimization (SEO) and social media management.
- Must possess a high degree of professionalism.
- Display a level of proficiency with a DSLR camera (preferred).