

Marketing Coordinator

Billingsley Company has an exciting opportunity for a Marketing Coordinator to support our commercial, multi-family and retail divisions. This position will jointly report to the Director of Marketing-Multi-Family and Retail and the Director of Marketing-Corporate. This role will assist in the creation of conceptual and physical marketing materials, ensuring company messages are consistent on all outgoing materials, while managing the workflow of various marketing and social media projects.

Responsibilities:

- Graphic design and content creation for social media, flyers, emails, blogs and internal communication pieces
- Reviewing all materials to ensure all outgoing content and design elements adhere to brand guidelines
- Coordinating and obtaining approvals for draft and final versions of designs
- Creating and executing social media campaigns, including copy and design of blogs and social media posts
- Posting and managing comments on all properties' social media platforms, using social media aggregate software
- Traffic and engagement reporting for social media and online listings
- Managing and reporting on reputational scores and online reviews
- Assist in photography and videography capturing & editing of developments, buildings and events
- Photo retouching and resizing for various platforms
- Maintain, audit and update company and property websites and internet listings
- Graphic design for digital signage and event materials
- Designing and executing e-blasts, and analyzing results for design adjustments
- Staying up to date on latest social media, online reputation and industry website trends
- Research competitors by identifying and evaluating marketing vehicles, tactics and messaging
- Supporting on-site teams for graphic and design needs
- Additional day-to-day business responsibilities include:
 - Scheduling, coordinating and participating in team meetings
 - Maintaining status reports and timelines
 - Organizing, tagging and filing photography and created marketing materials
 - Processing invoices

Requirements:

- 3-5 years marketing and/or graphic design experience
- Strong working knowledge of Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Advanced knowledge of various social media platforms and how to use and manage a profile effectively for business (Facebook, Twitter, Instagram, Google+, Google Places, Yelp, etc)
- High level of confidence in social media copy and content creation
- Knowledge of Wordpress or similar content management system
- Proficient in marketing and advertising terms and processes
- Proficient in print production procedures
- Proficient in web content and graphic layout
- Ability to perform well and remain organized under tight deadlines
- Be a solutions-oriented thinker, working closely with various individuals and teams to provide positive ideas and recommendations to overcome sales and marketing challenges

Benefits:

- Competitive Salary
- Medical, dental and vision insurance available
- 401(k) with generous company match
- Company paid parking
- Fun and progressive company culture

About Billingsley Company:

Founded in 1978 by Lucy and Henry Billingsley, the organization expertly builds, owns and manages its properties, ensuring long-term client, resident and partner return.

Specializing in master-planned developments and principles of new urbanism, each Billingsley property signifies technology, convenience and a vast array of amenities aimed to attract and retain tenants, residents, visitors and employees. These amenities include art, sculpture, parks, trails and outdoor public spaces.

Delivering smart design integrated with artistic works and natural spaces, Billingsley Company's developments are life-enhancing communities in which to work, live, play, shop and dine.

Combining its relationships in the local market with its expertise in development, Billingsley Company provides expanded opportunities for its business partners. From raw land to fully developed communities, Billingsley Company is engaged in each step of the process. We own, design, finance, lease and manage for the future success of our investments and the future success of our tenants. Our decisions in design, finance and construction are grounded in doing what is right for the long term.