



Marketing Manager Job Description

Campbell Homes is a Colorado Springs based home builder established in 1965 and dedicated to building the best homes in the Colorado Springs area. Campbell Homes has a full time opportunity for a **Marketing Manager**.

The Marketing Manager's role is to manage the Campbell Homes brand, support the sales team and oversee the development, management and implementation of the company's marketing program. Marketing Manager must also represent Campbell Homes with the highest level of integrity character, professionalism, courtesy and ethics.

Campbell Homes offers a highly competitive salary in addition to benefits including health, dental and vision program, 401k contributions, vehicle allowance and company paid life insurance in addition to 17 days of paid time off in your first year.

- Creative direction
 - Design all collateral including ads, brochures, flyers, invitations as needed
 - Write copy for website, ads and collateral
 - Manage website redesign process including identifying requirements and selection of design agency
- Outreach
 - Manage realtor and community events with sales team
 - Attend developer sales and marketing meetings
 - Be involved in trade organizations and civic groups (Home Builders Association, SMC, etc.)
- Internet Marketing
 - Maintain website (Wordpress)
 - Manage SEO, digital marketing and web site changes and design
 - Maintain Campbell Homes on external websites (such as BDX, Zillow)
 - Stay abreast of the latest trends, technologies and methodologies in graphic design, web design, production, etc.
 - Manage Campbell Homes social media profile (such as Facebook, twitter, LinkedIn, Houzz, Pinterest, YouTube)
 - Update MLS
 - Create and launch email marketing campaigns
 - Manage and monitor CRM
- Marketing plan and budget
 - Create and manage marketing plan and budget
 - Purchase and oversee media
 - Plan and implement monthly and annual marketing and advertising calendar
 - Manage coop marketing funds and campaigns
 - Develop marketing strategy for new projects
 - Coordinate events to promote Campbell Homes
 - Generate Press Releases as needed
- Neighborhood merchandising
 - Sales office design and decorating to include corporate branding
 - Coordinate the set-up of new model homes
 - Oversee installation, signage, and launch of new model
 - Provide feedback on product, model and area appearance and attractiveness
 - Design and manage Campbell Home signage (to include weekend directional, community, and model home)
 - Coordinate and oversee product photography and videos
- Sales Support
 - Participate in sales meetings and present new marketing ideas
 - Manage sales meeting calendar and agenda to include coordination of programs
 - Report weekly traffic to Metro Study and partners
 - Stay abreast of and report competition within the area
 - Solicit feedback from sales on wants and needs
 - Maintain pricing manual for all projects
 - Develop, coordinate and manage sales training program to insure consistent training of new sales staff
 - Review and manage customer feedback on surveys
- Required Skills and Experience
 - Graphic design skills with strong knowledge of InDesign, Illustrator and Photoshop
 - Experience maintaining Wordpress websites
 - SEO and digital marketing experience
 - Microsoft Word, Excel, Powerpoint, Outlook

Please send resume and salary requirements to admin@campbellhomes.com