

Marketing & Inside Sales Coordinator

Employer Information

Organization Name: Truland Homes
 Job Department: Marketing
 Reports to: CMO
 Job Location: Spanish Fort
 State: Alabama

Purpose:

The primary focus of this position will be to support and coordinate marketing operations across the three divisions for Baldwin County in AL and the Florida Panhandle. Secondary focus will be to monitor our online lead system which includes managing online Q&A and distribution of leads in an inside sales support capacity.

Education and/or Work Experience:

- Bachelor's degree preferred but not required or equivalent experience in a related role (2-4 years' experience in a coordinator, project manager or marketing/sales function)
- Experience providing business support in a busy environment
- Experience with data input ensuring accuracy, and where appropriate, confidentiality
- Must be detail oriented and be able to multi-task
- Proficiency in MS Office – Word, Excel and Outlook
- Technology and social media savvy
- Adobe Illustrator and Photoshop experience highly preferred
- Copy writing experience helpful

Traits - Humble, Hungry & Smart

- Professional appearance and demeanor
- High degree of character and integrity
- Exemplifies high degree of resourcefulness
- Positive attitude
- Forward-thinking
- Team Player
- Self-starter and energetic
- Strives for continuous improvement

Responsibilities:

Assists with marketing activities which may include:

- Manage the use of our online chat bot and lead system. Monitor Q&A and help push leads to sales teams.
- Facilitate ordering signage, and make signage audits ensuring accuracy
- Manage the complete life cycle of printing and organizing marketing materials
- Work with Marketing Manager and Chief Marketing Officer on ordering schwag for all divisions
- Assist Marketing team with event admin support & tradeshow support
- Manage inventory sheets homes on the market (spec homes)
- Manage Lucid Press (flyer platform- keep updated with new templates and support new sales hires)
- Assist Marketing Manager and Web Developer with social media support as assigned
- Assist with marketing tracking and competitive research as assigned (comp shops, online comp shops)
- Assist with maintaining the customer database and templates in Lasso
- Facilitate advertising submittal
- Support of sales office standards -collateral, flags, and mats (items are in order and standing tall to support the sales functions in the company)
- Process, track and code marketing invoices weekly
- Assist marketing manager with online listings for new home communities and floorplans as assigned
- Ability to work under pressure and meet deadlines, while maintaining a positive attitude and providing exemplary customer service.
- Work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices.

Schedule:

- Occasional weekends required for events.

Truland Homes, LLC shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability. Truland Homes, LLC's commitment to equal employment opportunity applies at all levels of employment, in all job titles, including the executive level, and to all employment actions, including but not limited to decisions concerning recruitment, hiring, training, and promotion.

Please send cover letters and resumes to

Jennifer Cooper
Chief Marketing Officer
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