

About us

We are professional, collaborative, and customer-centric. Our goal is to be recognized as an extraordinary place to work due to our strong culture, close team, stunning projects, and talented people. Our passion is enhancing the lives of our team and clients, and our mission is building and remodeling excellence created through sophisticated design, professional collaboration, and superior craft.

Our work environment includes:

- Modern office setting
- Growth opportunities
- A supportive culture of ownership

Our benefits package includes:

- 13 paid holidays per year
- 401k matching
- Professional Development Training
- Paid parental leave
- Paid time off
- Flexible hours
- Health Insurance
- Healthy office drinks & snacks and team lunch every Tuesday
- Profit Sharing

Marketing Coordinator

Supervisor: Development Manager

MAIN RESPONSIBILITY:

The Marketing Coordinator manages the Red House brand through all communication channels. They attract qualified leads in our target market by creating compelling content for the blog, social media, and email marketing. An ideal marketing coordinator thrives on the challenge of meeting and exceeding weekly goals, constantly considering new and innovative ways to improve their performance. This position must demonstrate the company's core values of *Excellence, Accountability, Service, Collaboration, and Urgency*.

Who You Are:

- You are a strategic thinker who is highly organized, analytical, and possesses a creative spirit.
- You are an experienced writer with a desire to research and learn more about the topics you write about.
- You love residential design and have been known to read *Architectural Digest* or have studied interior design, architecture, or art history in school.
- You know how to drive organic traffic through an SEO-driven content strategy with conversion funnels.
- Making and editing video content for social media is something you do on a weekly basis.

- You are equally comfortable with the creative and data-driven sides of marketing.
- You have a talent for graphic design.

Responsibilities: The position's activities include, but are not limited to, the following:

- Major Accountabilities:
 - Generate all raw leads needed to meet the company's annual revenue goals.
 - Collect and analyze campaign data to track progress through weekly scorecards as well as quarterly and annual reports.
 - Collaborate with the Development Manager to create the annual marketing plan and departmental budget and implement all strategies.
- Creative
 - Plan, design, and execute monthly email marketing campaigns through Mailchimp.
 - Create compelling video, photographic, and written content and regularly disperse it through social media channels several times per week.
 - Coordinate and assist in styling and directing professional photography/videography shoots of completed and in-progress projects for the portfolio, magazines, ads, and award entries.
 - Create an editorial calendar and implement an SEO-driven content strategy by writing 1 blog per week.
 - Design sales collateral, marketing materials, team presentations and graphics using Adobe Creative Suite and Canva.
- Technical Skills:
 - Update and manage the website through WordPress.
 - Monitor website performance through audits, Google Analytics, Google Search Console, and by working closely with our web developer.
 - Create effective, targeted SEM ad campaigns by managing a third-party partnership.
- Brand Management
 - Complete winning award entry packages, including written project descriptions and visual presentations.
 - Promote the Red House brand and career opportunities through recruitment marketing strategies.
 - Plan and execute team and client events.
 - Update website copy and imagery to reflect our team's recent work and evolving processes.

MINIMUM REQUIREMENTS:

- Strong organizational skills and attention to detail
- Experienced with MailChimp or similar
- Working knowledge of WordPress
- Experience with video editing
- Expert in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Excellent written communication skills
- Ability to complete tasks without supervision
- Professional and self-motivated

- Proficiency with Google Docs and Sheets
- Knowledge of, and experience with, high-end design and construction is a plus
- BA preferred; focus in marketing, communications, business, creative writing, art history, or architecture.