

INDEPENDENT CONTRACTOR ROLE DESCRIPTION

TITLE: SALES AND MARKETING COORDINATOR

DATE: January 2019

REPORTS TO: DIRECTOR OF SALE(S) + DIRECTOR OF MARKETING

POSITION OVERVIEW:

PowerPlay Destination Properties is a real estate sales & marketing company specializing in residential & resort real estate project marketing throughout the United States and Mexico. PowerPlay is in need of a DFW - Tarrant County Sales and Marketing Coordinator to assist with execution of a variety of project marketing initiatives and sales tactics across multiple projects.

ESSENTIAL FUNCTIONS:

- Supporting sales and lead generation efforts
- Build brand awareness and positioning for projects
- Manage, plan and coordinate on-site marketing efforts
- Planning and execution of social media advertising
- On-property photography as needed for social media
- Coordinate vendors and suppliers (creative agencies, media planners, PR firms, and others as required by the project)
- Event plan and logistics for on-site events as required
- Provide copy for marketing materials, collateral, and brand communications as needed
- Ensure accuracy of all proofs and submissions, including proofreading/editing
- CRM system and database management support as required
- Write copy for public facing marketing communications
- Networking and prospecting
- Showing properties and working with potential buyers
- Provide professional and time-conscious support to sales teams
- CRM support
- Assistance with closings
- Participate in events and open houses
- Travel to project sites required
- Other sales and marketing tasks, as required
- Manage and improve website design/function

QUALIFICATIONS:

- Real estate license a must
- A degree in a related field such as Marketing, Business, Communications or comparable experience (preferably in real estate)
- Background in graphic design
- Extensive knowledge of Facebook and other social media advertising
- Ability to meet multiple deadlines in a fast paced and challenging environment
- Ability to self-manage project assignments from start to finish with minimal oversight
- Entrepreneurial – can work independently, but loves to work with a team
- Strong copywriting, spelling and grammar skills
- Word Press knowledge
- A genuine passion for real estate
- Experience with MS Office Suite
- Experience with Adobe Photoshop
- Familiarity with CRM systems an asset

Interested in the role? Please send your cover letter and resume to careers@powerplaydestination.com.

We appreciate the interest of all applicants, however only those selected for an interview will be contacted.