



Title: Marketing Coordinator

Benefits: Yes

Status: Full-time

Company Description:

Encore Enterprises, Inc., is a privately owned national real estate company founded in 1999. Encore develops and acquires mixed-use complexes, limited and full-service hotels, multifamily apartment home communities, retail shopping centers, freestanding emergency medical centers, restaurants and commercial office buildings. In addition, the company manages hotels, vacation condominium resorts, and homeowner associations.

Position Overview:

We are looking for a full-time Marketing Coordinator with strong creative leadership and analytical skills to drive beautiful, engaging, branded communications alongside our Director of Marketing and Videographer/Photographer.

The ideal candidate will have a college degree, existing corporate marketing experience and knowledge of the Adobe Creative Suite Software, wordpress, social media knowledge and excellent writing skills. You're okay with a role that doesn't pigeonhole you in any certain marketing area, can work in a fast-paced environment and are good at communicating with others.

Specific Responsibilities:

Public Relations

- Write, distribute and manage all of the company's press releases and media alerts
- Function as a media contact for the company and facilitate interviews between executives and members of the media.

Web Marketing

- Graphic design and creation of copy for a variety of websites
- Photo manipulation of renderings and site diagrams using Adobe Photoshop
- Management of online retail lease listings
- Design and copywriting of email marketing campaigns and company newsletter
- Creation and maintenance of site plans through Adobe Illustrator

Print Marketing

- Creation of brochures, flyers, deal sheets, invitations, business cards, investor related marketing materials, and case studies

Additional Responsibilities

- Event planning and coordination of various trade shows
- Social media management including Facebook, Twitter, and LinkedIn

Desired Characteristics

- College degree in marketing, public relations, English, graphic design or related.
- Expert-level user of a variety of Adobe Creative Suite programs including InDesign, Illustrator, and Photoshop.
- Strong written and verbal communication skills.
- Ability to communicate with various personalities on a constant basis.
- Strong organization and prioritization skills.
- Ability to work independently and in a group setting.
- Detail oriented and able to meet deadlines in a timely and accurate manner.
- Outgoing personality with an ability to learn new things quickly is a must.
- Familiarity with wordpress, HTML, Vertical Response or a similar email client, the Adobe Creative Suite.

Salary commensurate with experience, plus bonus and benefits. Please send resume to

aupton@encore.bz.

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