



Marketing Manager - Job Description

Company Summary:

Onyx+East is a residential developer/homebuilder that delivers well-crafted and designed homes to clients. We focus on building in walkable, lasting locations ensuring each property provides comfort, livability, convenience, viability, and practicality. We treat every home as a piece of art. We are committed to serving our clients through offering a quality project, maintaining transparent communication, and encouraging a relationship and exceptional experience, rather than a mere transaction. We are thinkers. We are visionaries. We are envelope pushers. We work towards ensuring our residents live with a sense of comfort, community, and sustainability.

Job Summary:

Onyx+East is looking for a Marketing Manager that is responsible for developing and executing a sound marketing communications plan to deliver a sufficient volume of qualified leads necessary to meet company sales goals. This individual should have outstanding organizational skills, creative individuals with fantastic communication skills and excellent time management. From day one, this individual will contribute to existing marketing programs, while assisting with the development of new initiatives aligned with company and client goals. The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media. The marketing manager must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines. This position requires a high level of attention to detail and organizational skills along with working in conjunction with team members and clients. The Marketing Manager role will function as an O+E brand ambassador and should represent the company appropriately during in-person and phone interactions.

Key Job Duties and Responsibilities:

- Execute the marketing department's initiatives with the planning, executing, and tracking of marketing programs such as email, event, social media, blog, public relations, signage and content marketing.
- Responsible for the creation and maintenance of monthly, quarterly, and annual calendars for digital marketing programs including social media and e-blasts for communities and the divisions ensuring all are created, approved, and deployed as scheduled.
- Establishes lead goals by brand & community to achieve sales goals, given local conversion and cancellation rates.
- Maintain community websites via WordPress, including all content updates, the development of new community sites, posting of photography, videos, links, etc.
- Lead the process for new community openings to ensure that timelines hit critical milestones, including target opening dates.

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- Ensure the sales team is in possession of all needed information and materials for all assigned projects, ensure project timeframes are adhered to and ordering materials for sales.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
- Marks Systems data input.
- Contributes to team and company effort by helping with or execution of special projects as needed.
- Ensure delivery of excellent client service, consistently with the O+E brand.

Experience and Skill Requirements:

- 4+ years of experience in Marketing role
- Proficient in using the Microsoft Office Suite, Adobe Illustrator, and InDesign Graphics Suite
- Excellent organizational and prioritization skills
- Demonstrated experience in managing multiple tasks
- High attention to detail
- Excellent verbal and written communication skills
- Ability to self-motivate and work independently
- Creativity/Willingness to experiment
- Ability to contribute individually and lead, manage or participate in cross-functional teams
- Persuasiveness
- Ability to create great working relationships with all levels within the company and across multiple disciplines
- Marketing (traditional, new media, grassroots, guerilla, and 'word of mouth')
- Graphic design experience
- Strong project management skills
- College degree or commensurate experience preferred

Reports to: Director of Market Strategy