



Marketing Assistant Job Description

REPORTS TO: Marketing Manager and collaborates with Regional Managers.

COMPENSATION: Non-exempt / hourly. This position is eligible for overtime. Bonuses are at Management discretion.

The Marketing Assistant creates, implements and oversees communication programs, be internal or external, that effectively describe and promote Gillespie Group and its brand.

EDUCATION, TRAINING AND EXPERIENCE/QUALIFICATIONS

Responsibilities include but not limited to the following.

- **Education**
 - A college degree is recommended, but not required.
 - The position does require the ability to read and write English fluently, the ability to perform advanced business mathematical functions and must have strong communication skills.

- **Experience**
 - Previous experience in marketing and/or advertising or related field is preferred.
 - Previous experience in social media management, event planning, and marketing strategy is a plus

- **Skills:** The position requires the ability to communicate well with team members, both written and orally. In addition, the position requires the following:
 - Professional image, Confident communicator and presenter.
 - Self-motivated with a positive and professional approach to management.
 - Strong writing, editing, proofreading, skills.
 - Positive communication and Ability to present concepts verbally.
 - Strong customer service orientation.
 - Strives in a fast-paced environment
 - Good organizational and planning skills.
 - Confidentiality awareness
 - Knowledge and experience of working with vendors, a negotiator of proposals, always looking out for the owner's best interest in price and value.

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- Works well under pressure and can receive constructive feedback in order to make necessary alterations to meet the company's goals and objectives.
 - Should have strong working knowledge of Apple Products, Adobe Creative Suite and working knowledge of HTML CSS and Wordpress is preferred.
 - Strong knowledge and understanding of current trends in digital and social media, working with applications such as Twitter, Facebook, Instagram, LinkedIn, Blogs, Pinterest, Snapchat, Wordpress blog.
- **Attendance:** This position requires the ability to work any of the seven days of the week, 52 weeks of the year when events marketing is involved with requires it. This position requires the ability to serve as scheduled or as necessary.
 - **Licenses:** A valid driver's license and current automobile insurance is required. Pass and maintain Fair Housing classes as well as act in accordance to state and federal Fair Housing laws.

JOB DESCRIPTION: Essential responsibilities include but not limited to:

- **Develop and maintain company's internal communication strategy. Areas of focus to include:**
 - Assist with creating, planning, branding, and executing team building events and employee recognition celebrations that promote and strengthen our brand
 - Create strategies to increase employee awareness, promoting productivity, positivity, consistency and inclusiveness.
 - Connect new associates to the company through the onboarding process such as Gracehill, uniforms, badges, emails, collateral.
 - Research and implement new trends in sharing brand with employees.
 - Onboarding new associates and familiarizing them with the brand.
- **Develop and maintain company's external communication strategy. Areas of focus to include:**
 - Social media plan creation, implementation and timely responses.
 - Participate in content creation such as graphics, shareable blogs and video.
 - Keep up on social and digital media trends, bringing new ideas to the company plans.
 - Develop and maintain branded print materials.
 - Create new ways for the Gillespie Group brand to be communicated throughout the region
 - Add ideas and feedback and assist in executing the new development Marketing campaigns for lease up

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- **Reputation Management. Areas of focus to include:**
 - Monitor press, maximizing opportunity for positive PR and combatting or foreseeing negative PR effectively.
 - Ensure online presence is consistent with the brand, informational, visually and through messaging.
 - Participate in local events consistently to network and represent Gillespie Group and our brand
 - Implement and participate in all guerilla marketing/face-to-face marketing

- **Analytics. Areas of focus to include:**
 - Social Media campaign analysis for specific campaigns, providing reports to the Marketing Director, Vice President, and Director of Operations

- **Vendors/Third Parties. Areas of focus to include:**
 - Must provide a scope of work for all project communication and obtain three bids on all projects over \$250.00 in cost.
 - Negotiate with media agents to secure agreements that are in the best interest of Gillespie Group.
 - Edit material according to specific market or company requirements, keeping consistent with brand
 - Ensure the vendor is providing updates on projects, including completion dates. Keep communication channels consistent and clear.

- **Print/Digital Material:**
 - Order from online printing source on a consistent and monthly basis.
 - Review and proofread all materials for brand and accuracy.
 - Ordering branded promotional materials.
 - Brainstorm, Design, and Develop graphics and material that is consistent with our brand and unique within our industry.

FAIR HOUSING ACT (“FHA”) / ANTI-DISCRIMINATORY LAWS & ORDINANCES:

Under the FHA, state laws and many local ordinances, no individual shall be subjected to discrimination because of race, color, gender, religion, sex, handicap, mental or physical ability, age, sexual preference, familial status or national origin in the sale, rental or advertising of dwellings, in the provision of brokerage services, or in the availability of residential real estate-related transactions. Said another way, fair housing is the right of individuals to obtain housing of their choice without discrimination based upon the above mentioned categories. The Gillespie Group expects each of its Associates to fully grasp and understand these anti-discriminatory policies and to adhere to these laws and ordinances in situations that are certain to occur in the ordinary course of business that the Gillespie Group provides to its clients. To that end, the Gillespie Group requires each

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Associate to periodically complete training courses on fair housing, landlord/tenant law and housing subsidy programs. Such training shall be paid for by the Gillespie Group and the Associate shall be compensated for the time either attending such training in person or via online courses.

THIS JOB DESCRIPTION MAY NOT BE ALL-INCLUSIVE AND EMPLOYEES ARE EXPECTED TO PERFORM ALL OTHER DUTIES AS ASSIGNED AND DIRECTED BY MANAGEMENT. JOB DESCRIPTION AND DUTIES MAY BE MODIFIED WHEN DEEMED APPROPRIATE BY MANAGEMENT.

SIGNATURES:

Employee Name: _____ Date: _____

Supervisor Name: _____ Date: _____

Job Descriptions are intended to present an illustrative description of the range of duties, the scope of responsibility and the required level of knowledge, skills and abilities necessary to describe the primary functions of the job; they are not intended to reflect all duties performed by those assigned to this classification.

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