

MARKETING / SOCIAL MEDIA COORDINATOR – JOB DESCRIPTION

McWilliams|Ballard, the leading Washington Metro Area real estate brokerage firm is looking to hire a marketing/ social media manager in the Washington Metro area for immediate placement.

Position is in-person in Alexandria, VA.

RESPONSIBILITIES:

- Track, manage, and develop project work flows via the Asana platform
- Create, manage, report, and evaluate project advertorial schedules and budgets
- Analyzing market trends and conduct competitor research for new media outlets / opportunities
- Serve as lead communicator for all vendor relations (media outlets, signage, photography, etc)
- Create and manage social media content / posting across various platforms
- Key lead for Email Campaigns : project list, HTML and platform management / execution
- Manage, maintain and audit list-server / email platforms (MailChimp / MyEmma/ Hyly)
- Phone / Domain Campaigns : log tracking / DNS pointing / log management
- Assist in developing marketing campaigns and promotional materials
- Manage and setup Google Analytics and Adwords per project basis
- Support and assist in management of prospect /broker events (note: maybe after work hours)
- Assist in campaign / eblasts creation – write copy, select images, analyze and leverage messaging
- Assist in General Brokerage agent on-boarding / start-up
- Assist in General Brokerage marketing on an agent and corporate level
- Assist in maintaining the office environment, greet guests, and calendars
- Assist in the creation of marketing campaigns that inspire
- Ad hoc projects and tasks as assigned

REQUIREMENTS:

- Bachelor's degree in marketing or business-related degree
- Three or more years' experience in a customer centric business environment with administrative responsibility
- Proficient in Adobe Creative Suite, Microsoft Office
- Previous Social Media Management / Content experience including reels /video production
- Excellent written and oral skills
- Working knowledge of HTML / list-server / email platforms
- Creative problem-solving skills, strong communication skills, both verbal and written
- Ability to interact successfully with both internal and external customers at all levels
- Ability to multi task, prioritize and be flexible with changing business needs in a team environment

Compensation flexible based on the ability of the applicant. Benefits include health and retirement planning. Interested candidates should provide a cover letter, resume, and a small sampling of marketing portfolio.



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