

A FAMILY OF COMPANIES. ONE MISSION.



TOGETHER, CHANGING LIVES.

## Functional Role Marketing Manager

**Job Title:** Marketing Manager  
**Reports To:** Creative Director at Ledgestone  
**Supervises:** None  
**FLSA Status:** Exempt  
**Department:** Ledgestone  
**Prepared by/Date:** March 2022

We are a *customer*-centric organization that builds value through proven success in *leadership, integrity, and adaptability*. Our *passion* is in selecting remarkable locations, using market driven research backed by innovative design and full-service offerings to create world class communities. Through unparalleled *perseverance*, our team takes *pride* in creating award winning residential experiences that improve the quality of life for our customers. At Ledgestone, we respect our customers, teammates, and partners.

### Summary and required skills:

We are looking for a long-term player who wants to learn and grow with our company. The effective results achieved by the team are paramount to the long-term success of the Ledgestone Family of Companies. A forward thinker, who keeps track of tasks in an organized manner, meets deadlines, and communicates effectively with management/owners. A go-getter that is not afraid to ask for training, help and/or whatever is needed to work effectively and to bring new ideas to management. This position is expected to do a wide array of tasks and should be innovative in their approach to supporting the Ledgestone Family of Companies in general.

### Qualifications:

- **Education:** A 2-year college degree and/or technical training in marketing or writing is preferred. Attention to detail, robust copywriting skills, ability to multitask to an ever-changing environment, proven budget management abilities, and professional work ethic.
- **Experience:** Two to five years of previous work experience in marketing. Microsoft Office skills are required. Knowledge or ability to work on teams, edit websites, writing skills, past work with digital marketing (content and social media marketing), InDesign, Photoshop, and other design software
- **Attendance:** This position is exempt from overtime. It is scheduled for a typical 40-hour workweek, however, demands can be great at times.

**Major Responsibilities and Activities include the following. Other duties may be assigned.**

- Develop marketing plan with direction of Creative Director
- Communicate the marketing vision to vendors, outside sources, and employees
- Overseeing branding, advertising, and promotional campaigns
- Organizing and updating Marketing directories on a regular basis
- Preparing and presenting reports to Creative Director and senior management
- Keeping informed of marketing strategies and trends
- Photograph of job sites – coordinate photographer, drones, videographer of construction sites before, during, and upon completion of the projects
- Share photographs, videos, drones with appropriate team members.
- Write, edit, and distribute monthly newsletters to customers
- Write, edit, and distribute internal communication with employees
- Design and coordinate holiday card distribution
- Assist senior management with LinkedIn updates and profiles
- Ensure all companies are qualified and up to date with national awards
  - Track applicable awards
  - Apply for awards
  - Update decks, website, and other collateral with awards granted
- Act as liaison to outsourced Marketing firms as required
- Assist Creative Director with community development:
  - Issue Press releases
  - Coordinate social media updates
  - Coordinate website
  - Branding and logos
  - Campaigns
- Creation of company brochures, presentations, and other collateral
- Coordinate necessary signage
- Organizing promotional events
  - Point-of -contact for events
  - Coordinate plans, orders, deliveries, required resources
- Regular brainstorming sessions with Creative Director

## CORE VALUES

### **Innovative**

Embrace change, solve problems, self-improvement

### **Do the Right Thing**

Honest, integrity, and pride - no corner cutting even when hard

### **Team Approach**

Positive, Respectful, encouraging team player

### **Customer Focus**

Internally with team and externally

### **Perseverance**

Never give up, find solutions for problems  
100% complete

### **Passion**

Use your passion as a fuel for your purpose, and encourage others

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Check all boxes confirming read and received.

- I have read and understand my job duties and responsibilities.
- I have read and commit to following Legacy's Core Values.
- I have received and understand the Accountability Chart for the Company and my department.

\_\_\_\_\_  
Signature - Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature – Manager

\_\_\_\_\_  
Date