

Send resume and cover letter to HRinfo@LSIcompanies.com

Position: Marketing Manager
Reports to: President
Works With: All LSI Companies' staff and outside vendors

Position Statement

This position is responsible for the planning, development, and implementation of all internal and external marketing strategies, marketing communications, and public relations activities. This person coordinates at the strategic and tactical levels with all other functions of the company. Their primary focus is to enhance the company's sales and position within the marketplace as leaders in SWFL real estate. Oversight includes print and digital mediums, media relations, and client acquisition. This is a fast-paced position requiring attention to detail across several mediums.

Qualifications

- 5+ years experience in marketing or related field
- Bachelor's degree in journalism or marketing preferred
- Experience with Salesforce-based CRM beneficial
- Excellent personal management and organizational skills
- Strong oral and written communication skills
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator), Wordpress, MailChimp, Google Earth, and mapping/GIS software
- Excellent collaborative skills
- Ability to manage multiple projects simultaneously
- Ability to communicate, orally and in writing, with a wide range of clients, vendors, consultants and investors

Job Duties

- Creation and management of all digital and print marketing materials
- Website management
- Management of company events and trade shows
- Social media marketing
- Coordination of marketing efforts with outside marketing consultants
- Development of marketing plans and budgets
- Creation and management of quarterly Market Trends publications
- Media relations including writing press releases and scheduling media interviews
- Management of email marketing via MailChimp
- Maintain and update radar screen outlining priorities and accomplishments
- Ensuring the overall health and vitality of company culture, and ensuring LSI remains up-to-date with modern marketing practices
- Participation in LSI sales meetings/updates

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Benefits:

- Compensation package as defined in Terms of Employment offer letter
- You will be provided with office space and the related tools of business
- You will be eligible for health and related insurance

Hours and Working Conditions:

- 8:00 AM to 5:00 PM – Monday through Friday
- 60 minute lunch period each day
- 40 hours per week
- 15 days of paid time off annually
- LSI closes their office during the week between Christmas and New Years Day, in exchange for this time off, each employee is required contribute a portion of their own PTO time toward this time off. The Company contributes the remainder and time is determined at the beginning of each year.
- Professional business casual dress required