

# United States Jobs Expertini®

## Marketing Specialist

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Company: Onyx+East

Location: United States

Category: other-general

**MARKETING SPECIALIST– JOB DESCRIPTION** Company Summary: Onyx+East (O+E) is a full-service home builder including development, construction, marketing, design, and sales – focused on serving clients seeking walkable neighborhoods and homes that make their life more connected and convenient. Headquartered in Indianapolis, O+E is comprised of inspired and industrious individuals who are passionate about active lifestyles, exceptional customer experiences and creating solutions for neighborhoods that positively impact communities Job Summary: As a Marketing Specialist, you will play a pivotal role in collaborating with our sales and marketing teams to craft and implement effective marketing strategies, with a primary emphasis on digital channels. Your responsibilities will include managing social media content, updating our website, and orchestrating eblast campaigns. Additionally, you will oversee the coordination of photography and temporary signage within the community during project development and construction phases. Key Job Duties and Responsibilities: Support marketing and sales initiatives including project positioning, timelines, social media and email campaigns Ownership of all temporary community, model & spec signage & displays. Co-own community webpages, including all content updates, the development of new community sites, posting of photography, videos, links, etc. Create email campaigns to generate and capture leads for communities. Create, proofread, and edit copy for various marketing channels, ensuring consistent voice. Assist in the process for new community openings to ensure that timelines hit critical milestones, including target opening dates. Create, evaluate, and monitor social media performance on an ongoing basis by analyzing key metrics and creating

comprehensive reports. Provide reporting to Manager & Director. Ensure delivery of excellent client service, consistently with the O+E brand. Foster and maintain strong relationships with key vendors, to ensure high-quality and timely delivery of marketing materials. Stay informed about emerging digital platforms and other tech-driven solutions that can elevate our company marketing efforts and provide a competitive edge. Experience and Skill Requirements: 3+ years of experience in marketing role (real estate experience a plus) 3+ years of experience in social media platforms in a corporate setting. 2+ years of graphic design experience 2+ years of email marketing experience Candidate must be proficient or have a working knowledge of: Canva & social media planning platforms Proficient in using the Microsoft Office Suite. Self-starter with demonstrated ability to maintain accountability and work on multiple projects while functioning as part of a team. Strong project management skills. Excellent organizational and prioritization skills. 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. Ability to create great working relationships with all levels within the company and across multiple disciplines. College degree or commensurate experience (preferred) Reports to: Marketing Manager

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