

Marketing & Events Coordinator

Summary

The Marketing & Events Coordinator is a key member of the Marketing Department who assists in the development and execution of all marketing strategies and social media engagement. Under the supervision of the Vice President of Marketing, the Marketing & Events Coordinator runs The Dublin Market at Bridge Park in the summer and plans other marketing events throughout the year. Exceptional communication skills both face-to-face and in writing are essential, as this individual interacts with all departments within the company and numerous external customers.

Job Responsibilities (responsibilities may include but are not limited to the following)

- Support the Marketing Department in developing and implementing short-term and long-term marketing strategies
- Serve as the Market Manager at The Dublin Market at Bridge Park, a seasonal farmers market in downtown Dublin
- Organize and help run additional events at various properties throughout the year, such as Fore!Fest, music series, holiday fests and other community experiences
- Support the execution of marketing campaigns and other department initiatives
- Assist in the design of promotional materials related to residential leasing and sales
- Interact and coordinate with partners and vendors on behalf of the department and company
- Create, edit and compile content for social media platforms across the company's portfolio
- Ensure a consistent brand voice across all marketing channels and materials
- Research and analyze marketing trends and opportunities; prepare reports, as needed
- Create promotional giveaways, such as gift baskets
- Perform other duties as assigned

Performance Objectives (objectives may include but are not limited to the following)

- The 7 Core Values that Crawford Hoying has established to maintain its desired culture
- Communication response time and professionalism
- Ownership and accountability
- Face-forward interaction and engagement with other departments, public, clients and partners
- Willingness to take on projects and learn a variety of concepts, practices and procedures

Preferred Knowledge, Skills, Education and Experience

- 1-3 years of experience in event planning, marketing or a related field
- Excellent design skills and proficiency in the Adobe Creative Suite (especially InDesign)
- Ability to thrive in a fast-paced, ever-changing environment
- Strong analytical, organizational, problem-solving and multitasking skills
- Availability to work a flexible schedule, including nights and weekends
- Excellent written and verbal communication skills
- Proficiency in Microsoft Office products, including Excel, Word and PowerPoint
- Bachelor's degree in marketing or a related field
- Valid driver's license and reliable transportation

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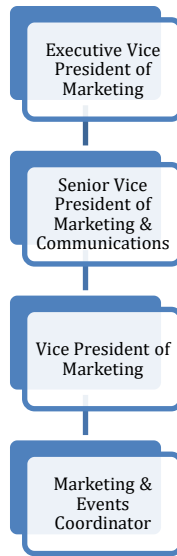
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Work Environment

The Marketing & Events Coordinator works at the corporate office and regularly interfaces with external and internal customers, residents and vendors. While The Dublin Market at Bridge Park is in season, the Marketing & Events Coordinator will work Tuesday through Saturday. Some evening and weekend hours are required at other times throughout the year.

Reporting Structure

The Marketing & Events Coordinator reports to the Vice President of Marketing.

**Physical Requirements**

The candidate's physical condition must be sufficient for the consistent and successful completion of the responsibilities defined for this position and for conformance with all professional standards defined for this position. This position frequently requires standing, walking, sitting, and reaching with hands and arms. It may require lifting up to twenty-five pounds. This employee must be able to drive during the course of work.

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