

## **COMMUNICATION & MARKETING ADMINISTRATOR**

### **JOB DESCRIPTION**

#### **PURPOSE**

The Communication & Marketing Administrator is responsible for supporting the Owner and General Manager with the day-to-day marketing, operations, and administration of Made to Last Custom Homes, with a focus on ensuring positive, effective, and consistent communication with clients, business partners, the public, and within the Made to Last team.

The position will be a key contributor for executing the company's marketing, social media, and communication strategies. Working under the direction of the General Manager, the Communication & Marketing Administrator will split their time between marketing, team & client care, and administration.

It is expected that the Communication & Marketing Administrator share in and ensure the vision and values of Made to Last are evident in all administration, promotion, and communication.

#### **ACCOUNTABILITY**

The Communication & Marketing Administrator will be supervised by the General Manager. The Communication & Marketing Administrator will also be responsive to the Owner and the Head of Marketing, and will work closely with the Business Administrator and Project Managers.

#### **COMPENSATION**

Commensurate with experience. Expected range \$27-\$32/hour; 40 hours/week.

#### **RESPONSIBILITIES & DUTIES**

Through reliable, responsive, and relational interactions, the Communication & Marketing Administrator is a key role with Made to Last. With a specific focus on brand management and marketing, alongside timely and quality communication to clients, staff, and business partners, this position will balance numerous areas of responsibility.

##### **Marketing**

Work to develop and deliver the promotional communication for Made to Last.

1. **Brand Management** – Ensure all marketing and company communication meets the developed brand identity. Update and maintain as required.

2. **Website** – Monitor and manage SEO, develop content, update photos, and inform and advise decision-making through monitoring stats & market development.
3. **Social Media** – Work with Head of Marketing to develop strategies, execute assigned strategies, and manage communication through various platforms.
4. **Imagery** – Ensure photos are taken as construction projects progress. File, rename, and edit photos as necessary for various purposes. Coordinate final project professional photography.
5. **Newsletter** – Produce a newsletter and blog posts on a frequent basis (approximately monthly). Maintain email system address list.
6. **Signage** – Ensure all signage meets the needs of the company’s marketing and communication strategies.
7. **Promotion & Marketing Materials** – Pursue channels for effective promotional marketing, and lead the creation of marketing materials such as the Homebuilding Guide.
8. **Referrals** – Assist with seeking referrals and posting where appropriate, including online reviews and backlinks.
9. **Awards** – Help with seeking nominations for various award opportunities.
10. **Community Service** – Support the development and coordination of community service activities which reflect Made to Last’s values, including local charity support and global initiatives.

### Client Communication

Support the General Manager in providing our potential, current, and past clients with frequent, confident, and supportive communication.

1. **Lead Support** – Help ensure new leads are responded to within 24 hours. Help to maintain momentum with leads by tracking/initiating necessary tasks.
2. **Office Presence** – Maintain a welcoming and professional presence in the company office, including being the first contact for walk-in clients.
3. **Client Materials** – Help the General Manager with preparing and presenting Contracts, project picture books, etc.
4. **Project Close Gifts** – Help to arrange gifts at project closes or special recognition of clients as needed.

### Team Communication

Work to ensure the staff team maintains a positive and informed culture, where each team member is provided the support necessary to thrive in their position.

1. **Phone Administration** – Route phone calls and messages made to office to appropriate personnel in a timely fashion.
2. **Technology Administration** – Work to ensure all office and mobile equipment is functional and serving the needs of the team. This includes phones, iPads, computers, and printers.
3. **Staff Recognition** – Help to ensure a positive staff culture through recognition of birthdays and milestones, like work and personal anniversaries.
4. **Team Gatherings** – Help with the planning of staff meetings and celebrations.

5. **Staff Administration** – Help the General Manager with updating and communicating the Staff Policies, and ensuring all onboarding is completed.
6. **Health Checkups** – Complete and record daily staff health checkups.

### Administration

Support the General Manager and Owner in the daily operations of Made to Last, through completing a variety of general administration tasks.

1. **Office Management** – Ensure office is maintained in a professional way, and is fully stocked with necessary supplies. Open up the office to the public each work day, and close down at end of day.
2. **Meetings** – Help to coordinate the office calendar.
3. **Records Management** – Help ensure all electronic and paper records are filed appropriately.
4. **Correspondence** – Route various correspondence to appropriate individuals.
5. **Memberships** – Help to manage industry memberships, WorksafeBC, insurance, employee benefits, etc.
6. **Database Management** – Ensure all stakeholder information is kept updated.
7. **Other Duties** – Complete all other duties as assigned.

### QUALIFICATIONS & SKILLS

The Communication & Marketing Administrator is expected to have and exhibit the following education, training, experience, knowledge, and abilities. An equivalent combination may be suitable.

#### Education

1. Degree in marketing, communications, web or UX design, or other relevant discipline.

#### Experience

1. Experience working in marketing, communication, administration of small companies.
2. Experience in working with content creation, Content Management Systems, UX optimization, usability assessments, and service delivery websites.

#### Required Knowledge, Skills, and Abilities

1. Be a person of integrity and strong character, emphasized by teachability, humility, and reliability.
2. Excellent communication skills (written and oral).
3. Strong creative and technical writing skills, including editing capacity and the ability to communicate with various audiences (specifically online).
4. Capacity to self-initiate and work independently.
5. Strong interpersonal skills, with capacity to work openly with teams and collaborate effectively to achieve tasks.
6. Strong organizational and time-management skills.
7. Ability to work under tight deadlines and pressures.
8. Detail-oriented.

9. A high degree of judgment, discretion, and decision-making ability.
10. Ability to analyze and problem-solve.
11. Ability to accept regular feedback and integrate into work.
12. Good understanding of SEO.
13. Sound knowledge of social media and ability to create appropriate content.
14. Proficient in MS Office Suite.
15. Successful experience with Adobe Creative Suite.

#### **Desired Knowledge, Skills, and Abilities**

1. Strong understanding of current web-editing tools and software.
2. Sound knowledge of content strategy and best practices in UX.
3. Sound knowledge of Content Management Systems and website analytics programs.
4. Sound knowledge of copyright, privacy, and web governance regulations.
5. Ability to develop creative digital strategies that support the business objectives of the organization.
6. Sound knowledge of communications planning and content development.
7. Knowledge of the construction industry.