



## Marketing Manager

### Overview

Be a part of CalAtlantic Group, Inc. where building the dream of home from coast to coast is our mission. Our culture is established from great leadership and dynamic teams across the country, driven to become the preferred builder of choice for customers, employees and shareholders. As the nation's fourth largest residential homebuilder, CalAtlantic Homes proudly operates in 19 states serving 43 major markets. As a talented organization with a long proven history of success, CalAtlantic provides you the opportunity to join this outstanding team in the new homebuilding industry.

The Marketing Manager supports the Division VP of Sales & Marketing by planning and directing marketing efforts for the division.

This role is a great opportunity for a talented marketing professional to join one of the nation's largest and most-respected homebuilders.

### Responsibilities

- Using corporate templates and/or direction, modifies or produces creative pieces for advertising, collateral, sales office displays, signage, etc. ensuring adherence to company brand standards and marketing policies.
- Purchases all local offline media, including signage programs, purchased consumer lists, etc.
- Produces and maintains all marketing collateral including brochures, price sheets, fliers, and broker outreach materials.
- Guides and coordinates all activities related to model and sales office installations.
- Participates in the selection of model options and upgrades.
- Coordinates the closure of model complex and sales environment at community close-out.
- Assists sales team with all consumer and broker events.
- Develops and maintains current knowledge of competitor marketing programs, pricing and products, as well as consumer demographics and economic influences.
- Utilizes available national and local market research to develop community-specific Buyer Profiles to guide all marketing activities.
- Tracks results for all marketing initiatives, including detailed analysis of traffic sources.
- Directs consultants on signage, sales office design, photography, renderings, and collateral, as appropriate.
- Participates in the development of standards and options programs for all new communities.
- Develops and maintains marketing budgets for all communities and division as a whole. Review, code, and approves marketing-related invoices.
- Develops and maintains division and community-specific marketing plans.

## Qualifications

### **Candidates Will Need to Meet the Follow Qualifications:**

- Ability to effectively present marketing ideas to internal teams and outside parties.
- Superior verbal and written communication skills including grammar, spelling, and proof reading skills.
- Strong analytical skills with a focus on solving problems and developing creative solutions.
- Ability to work both independently and collaboratively.
- Broad understanding of Internet.
- Experience and proficiency in InDesign and Photoshop is preferred.
- Proficient in Microsoft applications including Word, Excel, Outlook and PowerPoint.
- Bachelor's degree in Marketing highly preferred.
- 3+ years of previous New Home Marketing experience or related industry experience preferred.

**For consideration please apply at <http://www.calatlantichomes.com/careers.html>**

At CalAtlantic, we value every individual's perspective and contribution. We are dedicated to creating a diverse environment where people can share their own backgrounds, experiences, perspectives, and ideas. CalAtlantic is proud to be an Equal Opportunity Employer and treats all individuals fairly and in accordance with all applicable laws. We offer a competitive salary and benefits package while creating a collaborative working environment.

Except where prohibited, all employment is conditioned upon a satisfactory investigation into a candidate's suitability. This may include a candidate's work and criminal history. While applicants are not asked about criminal history at the initial application stage, a criminal background check may be conducted at the conditional offer stage, and may be considered where relevant and job related in CalAtlantic's opinion, and consistent with applicable law. A conditional offer of employment will not automatically be revoked because of a conviction, and a variety of factors will be considered. Candidates who receive a conditional offer will be required to pass a drug screen conducted in accordance with applicable law. CalAtlantic reserves the right to revoke any conditional offer of employment.