

Pardee Homes – Marketing Manager (Las Vegas)

Are you an enthusiastic individual that thrives in a creative marketing team environment? If so, we are absolutely looking for you to join our exclusive team. Pardee Homes is looking for another innovative high performer to join our talented Las Vegas Team. We have an infectious company culture where accountability, top performance and teamwork are valued and recognized. If you have a proven record of work excellence, superior customer service and teamwork skills with a great attitude, you are encouraged to apply!

Pardee Homes is Las Vegas' longest continuously building homebuilder with over 64 years in this market. We are a high-performing, highly collaborative team and we are redefining our business in innovative and unexpected ways. And that takes all of us. Every day.

Our employee satisfaction has been built on a foundation of strong ethics and integrity, supported by our commitment to a great work/life balance. If you are looking to learn from a successful, progressive company, consider Pardee Homes.

The position will report to the Regional Marketing Director

DUTIES & RESPONSIBILITIES:

Work with the Regional Marketing Director in the implementation of Pardee Homes brand across all marketing platforms including public relations/content marketing, advertising, online and social media, direct marketing, and experiential events for both corporate and individual home communities. Expertise in digital and traditional marketing is required.

Help conceive, design and implement overarching Marketing Plan to support annual sales, closing and financial goals.

Research, develop and establish state-of-the-art online marketing initiatives to ensure Pardee Homes remains relevant with current offerings, programs and processes.

Collaborate with online marketing consultants to develop a website traffic plan, create goals and benchmarks, and analyze metrics.

Utilize Marketo and Salesforce to develop and execute email marketing campaigns.

Create and manage neighborhood and master plan marketing budgets and expenditures that adhere to predetermined financial expectations.

Conduct and/or direct market research incorporating into individual community's sales & marketing strategies, initiatives, programs.

Measure marketing campaigns, traffic levels and sourcing against marketing efforts and determine appropriate methods for measuring success.

Assure compliance with applicable laws and regulations pertaining to new home sales and related sales and marketing activities.

Work in conjunction with Pardee Homes Sales Team and other internal team partners to establish/maintain community sales goals, branding and marketing objectives.

Help direct and implement marketing strategies and plans throughout the year, working in conjunction with vendors (i.e., advertising and public relations agencies, event planners, printers, etc.).

Conceive and implement event activities for neighborhood openings, sales events and established and new activities for master planned communities managed.

Operate within a team environment.

Ensure that the relationship of trust and open communication with other disciplines is involved in every process.

Pardee Homes offers a comprehensive, competitive salary & benefits package to help our employees and their families build a secure financial future, protect against financial loss and stay healthy & happy too.

This position is located in the Las Vegas area.

Pardee Homes is an equal opportunity employer, committed to building a capable & diverse workforce.