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## Community Marketing Manager

Exempt  
Hot Springs Village, AR, US

3 days ago  
Requisition ID : 1045

Hot Springs Village Property Owners' Association  
Job Description

Job Title: Community Marketing Manager  
Department: Administration  
Reports To: Chief Member Experience Officer  
FLSA Status: Exempt  
Pay Grade: 10  
Approved By: Chief Executive Officer  
Approved Date: 01/11/2019

**SUMMARY:** The Community Marketing Manager oversee all activities in Hot Springs Village marketing, advertising and promotional areas. They establish brand guidelines and growth strategies, evaluate customer needs, and adjust marketing plans dependent on success. They are responsible for the promotion of a positive image of Hot Springs Village to current and prospective property owners. They will work closely with CMEO to ensure all communications properly reflect and support enterprise goals.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

1. Plan and direct proactive communication programs that maintain favorable stakeholder perceptions of Hot Springs Village.
2. Define and execute social media campaign strategies that are story driven.
3. Provide engaging text, image and video content for HSV social media accounts.
4. Negotiate prices and strategically purchase advertisements for all marketing strategies. Working closely with Village Homes & Land broker on real estate focused marketing.

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5. Expand participations of events by developing and implementing campaigns.
6. Prepares marketing reports by collecting analysis and summarizing sales data; evaluating marketing spends, competitive trends, and search engine optimization analysis.
7. Plan events meetings and trade shows by identifying, assembling and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing list; and marketing to appropriate audiences.
8. Responsible for purchasing and overall budget for promotional items for trade shows in coordination with the Director of Tourism and Community Affairs.
9. Makes recommendations for and monitors marketing budget by comparing and analyzing actual results with plans and forecast.
10. Continually update job knowledge by participating in educational opportunities and reading trade publications.
11. Collaborate and coordinate with internal and external brand marketing, web development, and public relations teams as needed to align messages, content, and internal stakeholders.
12. Manage and maintain the association's website to ensure all content is current and up-to-date, and perform routine website maintenance.
13. Coordinate with external web providers on website maintenance.
14. Perform vendor management of publication suppliers, including estimating, budget management, creative concept and final proofing.
15. Manage the community calendar to ensure all events are sufficiently communicated and easy to locate.
16. Brand management: ensure that all activities are in sync with the Village's branding guidelines.
17. Marketing strategy/plan/budget: create and manage a marketing strategy/plan/budget that translates the results of the on-going marketing research program into a viable marketing strategy for the Village, with the intention of reaching the required sales targets. Manage tactics which may include, but not be limited to, public relations, event planning, traditional and social media, collateral development, and direct mail programs aimed toward various market groups
18. Manage sponsorship requests.
19. All other duties assigned.
20. Regular attendance is required.

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**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Experience with contemporary digital tools, platforms and channels.
2. Ability to understand buyer needs and the sales process
3. Comfortable working with all levels of the organization, including executive leaders and remote site and sales leadership teams.
4. Ability to simplify complex ideas and make them relevant to stakeholders and audiences.
5. Strong ability to communicate information and ideas through writing professional content and verbally so that others will clearly understand the meaning and that the tone of the communications are construed.
6. Proficient with PC's using Microsoft Office Suite including Access, Excel, PowerPoint, Publisher, Word, Frontpage and Adobe applications including Acrobat Pro, Bridge, Creative Cloud, Dreamweaver, Illustrator, Publisher; InDesign, QUARK Xpress.

**EDUCATION and/or EXPERIENCE**

- Bachelor's Degree in Marketing, Business or Public Relations
- Minimum of two years of experience in marketing.
- Familiarity with HTML and content management systems for websites.

**LANGUAGE SKILLS** Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively articulate and present information and concepts to upper management, public groups, and/or boards of directors in a professional manner.

**MATHEMATICAL SKILLS** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Ability to add and subtract and to multiply and divide. Ability to perform these operations using units of US currency and weight measurement, volume, and distance.

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**REASONING ABILITY** BACK APPLY Ability to solve practical problems and deal

with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule format. Ability to work multiple projects simultaneously and successfully. Must be a creative, out-of-the-box thinker.

**CERTIFICATES, LICENSES, REGISTRATIONS** Requires a valid Arkansas driver's license and clean driving record with proof of liability insurance.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

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