



PALMETTO BLUFF

## Guild Design Manager

### Position Summary

Facilitate the conversion of sales by serving as a conduit between the sales team/sales prospects and Guild builders, architects, and designers with respect to the selections process, product design, and product differentiators.

### Essential Responsibilities

- Become an in-house expert for all homes within the Builder Guild Home Collection, including plan details, value proposition, configuration options, base pricing, option/upgrade pricing, selections process, builder/architect backgrounds, etc.
- Generate product summary sheets for each home type for use by sales and marketing
- Create process documents related to real estate buying opportunities, the Guild Home buying process, and design services related to custom homes with the Guild
- Create and implement educational materials and presentations for the sales team and larger PB team about new Guild products
- Work with Guild builders to create and enforce deliverable timeframes with respect to new home sales assets (marketing plans, pricing, look books, 3D printed models, detailed specifications, included features, exterior and interior renderings)
- Create and present Guild presentations as part of broker outreach program
- Oversee physical operation of Design Center and staffing, as necessary, to support growth
- Assist with contract writing process for new homes (especially with respect to Special Provisions, Upgrade Items, and Change Orders); assist with preparation of Change Orders and contract amendments for Change Orders
- Continuously update Guild segmentation plan materials (pricing graphs, product details, buyer targets, closed transaction pricing, upgrade levels, etc.)
- Provide bi-weekly updates to Builder Guild lot inventory tracker and price sheets
- Maintain schedule of homes to be photographed and videoed
- Maintain Sales team Dropbox folder to ensure content is comprehensive and up to date; post new materials as they become available
- Assist with the creation of PowerPoint decks and other materials for quarterly Builder Guild meetings and internal team updates
- Conceptualize post-occupancy check-in process as a means to both assess/ensure build quality level and as a sales feedback tool for future product/buyer considerations
- Maintain meeting minutes for important Guild meetings and disseminate action items/next steps to participants
- Maintain list of Guild prospects with sales team and determine action items needed to facilitate sales conversions
- Regularly provide photo and construction status update of Guild homes under construction

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Bluffton, SC 29910

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- Hold bi-weekly operations meeting between applicable members of the sales team and Guild builders to ensure that contract deadlines are being met, architecture and building timelines are on track, and that communication flow between the developer, builder, sales team, and buyers/prospects is free flowing and efficient
- Conduct regular check-ins with Guild buyer to obtain feedback on the buying experience and make recommendations for improvement

#### **Position Requirements and Demands**

- Bachelor's degree in construction, business, architecture, interior design or equivalent education or experience
- Knowledge of design and homebuilding concepts
- Prior new homes sales, selections, or design experience a plus
- Highly organized and process-oriented mindset
- Exceptional communication (oral and written) and visual presentations skills
- Creative thinker with positive attitude and strong customer service orientation
- Ability to work on multiple projects at the same time
- Collaborative approach working with both internal and external partners
- Ability to deal with ambiguity and a fast-changing environment with shifting priorities
- Knowledge of InDesign, Photoshop, Excel, Word, PowerPoint, Access

#### **Other Demands**

- Hearing and speaking to exchange information
- Dexterity of hands and fingers to operate a computer keyboard
- Seeing to read a variety of materials
- Standing/walking for extended periods of time
- Ability to carry 10-25 lbs. (computer, files, etc.)
- Office environment with exposure to personal computer monitor and frequent use of a keyboard
- Possible construction environment with exposure to dust, noise, temperature fluctuations, moving machinery, etc.
- M-F, 8:00 am – 5:00 pm
- Valid driver's license or reliable method of transportation to/from work
- Ability to work late hours and weekends as required to meet deadlines

#### **DISCLAIMER**

This document describes the position currently available and serves only as a summary of the typical functions of the job. It is not an exhaustive or comprehensive list of all possible job responsibilities. Tasks, responsibilities, and duties of the jobholder may differ from those outlined. Other duties, as assigned, might be part of the job. This is not an employment contract. Our company reserves the right to modify job duties or job descriptions at any time.

**Palmetto Bluff Company is an Equal Opportunity Employer**