



PALMETTO BLUFF

MARKETING MANAGER

Position Description

Palmetto Bluff is an extraordinary place. The largest remaining land mass on the East Coast, this sea island spans 20,000 acres and is surrounded by 32 miles of river and marsh. Here, we are creating a place rich with Lowcountry culture amid a spectacular natural landscape. Reporting to the Vice President of Marketing, this position will manage the content marketing efforts and brand impression for this place. The position will maintain a pulse on all audiences, tactics, and opportunities. The role will perform a wide range of activities and lead projects related to the marketing efforts at Palmetto Bluff. No day is the same and that is the magic of Palmetto Bluff.

Essential Responsibilities

- Develop and evolve content for print and digital platforms to include *the bluff* magazine, palmettobluff.com, mobile app, and other collateral.
- Serve as the clearinghouse for internal and external communications for Palmetto Bluff.
- Manage the robust email content marketing program, to include design, delivery, and associated analytics.
- Manage Palmetto Bluff Real Estate Company and Builder Guild marketing efforts to include home and homesite listing copy, photography, video, collateral and displays.
- Manage messaging, print and digital needs, collateral, website content, etc. for community events to include: Summer Concert Series, Chapel Concerts, Marathon, Buffalo Run, and Artist in Residence programming.
- Support epic event programming, Field + Fire and Music to Your Mouth, through messaging, print and digital needs, collateral, website content, email communication and content schedules so all event communication components are cohesive.
- Negotiate vendor contracts/bids for graphic design and print jobs.
- Work within the marketing plan to achieve business goals for Palmetto Bluff.
- Work collaboratively with creative agencies and other strategic partners.

Position Requirements and Qualifications

- Bachelor's in marketing with a concentration in advertising, marketing and/or communication preferred.
- Minimum of five years' experience in marketing or agency account management or equivalent.
- Exceptional communication skills including oral and written, mastery of public speaking.
- Working knowledge of print production and design processes; creative and innovative approach to work.
- Published writer with editorial experience.
- Working knowledge of CRM and eblast systems (MailChimp) as well as back-end website CMS tools.
- Strong organizational skills and ability to multi-task and juggle multiple projects.
- Ability to establish and maintain good working relationships with co-workers, agencies, strategic partners, and vendors.
- Track record of performance excellence in meeting targets and deadlines.
- Possess a marketing and customer service orientation.
- Respectful and collaborative style that focuses on excellence and doing what is right.

Palmetto Bluff

11 Village Park Square

Bluffton, SC 29910

www.palmettobluff.com

- Experience managing and motivating teams.
- Must love dogs.

Other Demands of the Position

- 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 travel stay overnight as required.
- 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, and so on.
- 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 and execute events as needed.

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. It is not an employment contract. Our company reserves the right to modify job duties or job descriptions at any time.

Palmetto Bluff Development Company is an Equal Opportunity Employer