



MARKETING ASSISTANT – Willowdale Estate

The **Marketing Team** at Willowdale Estate is responsible for creating and monitoring communications, implementing visual identity, developing strategy, and shaping the public perception of our brands. The **Marketing Assistant** is an essential role supporting the **Director of Sales and Marketing** with a complimentary skill set to ensure that goals are met, opportunities are explored and growth is constant.

Skills:

- 2 Years of experience in a marketing role
- Creative Writing (for Newsletters, Blogs, or Social Media)
- Adobe Creative Suite
- Microsoft Office
- Social Media Fluency
- Growth Mindset

Responsibilities:

MARKETING

- Track marketing efforts in print, web and social
- Maintain a schedule of upcoming ads, in house printed materials, blog posts, and newsletters
- Assist in developing and promoting an annual signature events series
- Assist in creating and producing an annual holiday gift and holiday card program
- Maintain brand collateral – logos, photos, writing, fonts
- Participate in occasional marketing events such as Wedding Open Houses, Signature Events, or Trade Shows
- Update contact lists for public events, our newsletter, and past clients

CREATIVE

- Implement our brand standard across marketing pieces such as sales kits, mailers, rack cards, and business stationary
- Create and proof advertisements for print
- Contribute ideas for layouts, messaging and imagery used in new marketing pieces
- Maintain and curate a database of images that reflect the current brand to be used for advertising, on our website, and on marketing pieces



ONLINE

- Contribute content for the Willowdale Estate Newsletter
- Contribute content for the Willowdale Estate Blog
- Assist in social media posts
- Assist with the management and content for the company website- including SEO optimization, photo management, and new content

Employment Status: Full time 40 hours, non-exempt

Benefits: Health + Dental Insurance, 401k plan

Schedule: Monday – Friday + Marketing Events, Networking, and/or Educational Opportunities

Rate: \$16-18 hourly

Please EMAIL Sarah Boucher (Sarah@WillowdaleEstate.com) with a copy of your resume and an introduction letter/email. *(no calls or walk-ins)*