

## **Marketing Director – Parkwood Master Builder**

### **Job Description**

Works closely with Sales Team to coordinate and implement marketing plan. Develops and maintains strong community relationships. The Marketing Director reports directly to the Company President.

### **Core Responsibilities**

Work with Sales Manager to develop new marketing ideas including advertisements, logos, new signs, company-branding and promotional materials. Maintain inventory of consumable marketing collateral. Review and analyze weekly traffic reports to gauge advertising effectiveness.

Develop a strong community relationships; Implement corporate functions and event activities to foster the company's standard of on-going team building. Design Company newsletter to advise staff, trades and visitors of company news.

Coordinate Showhome Sales Centre designs as per the Company's standards. Ensure adequate signage on all lots and available inventory. Design and timely maintenance of website, as necessary.

Compile and submit Home Award entries (ie. SAM Awards). Attend weekly Sales Meetings to provide updates on changes, market forecasts, etc.

## Job Description: Marketing Director

### **Responsibilities include but are not limited to:**

- Work with the Sales Manager to develop new marketing ideas.
- Review and analyze weekly traffic reports
- Create new signs, business cards, logos, as necessary
- Compile Home Award entries, ie. SAM
- Showhome sales center designs
- Design and maintain the website as necessary
- Implement function & event activities
- Research, co-ordinate & design advertisements
- Promotional Supplies
- Ensure all lots have appropriate signage

## Job Description: Sales Manager

### **Responsibilities include but are not limited to:**

- Work with the President to develop new building specifications.
- Manage the Sales Team & Assistants, and hiring/dismissals when appropriate.
- Ensure Sale of Home checklist is complete prior to processing.
- Work the with President to enhance lot inventory
- Work with the President to provide a well priced quality product for the homebuyer.
- Prepare mortgage documents for spec homes/show homes.
- Schedule Sales Promotions & Incentives to create sales
- Address all conflicts & concerns of homeowners
- Update the lot inventory, model home for sale, and house prices in HomeFront
- Ensure that we have the proper model homes to ensure sales.
- Maintain customer information in sales software (HF Profit Builder).
- Creation of new jobs in sales software (HF Profit Builder).
- Enter new users in sales software (HF Profit Builder).
- Scan subdivision maps into (HF Profit Builder).
- Scan subdivision Architectural guidelines into (HF Profit Builder).
- Upon possession, mark sale as finalized in HF Profit Builder
- Conduct and schedule all Pre-Construction meetings when Construction and Drafting departments are ready

## **Superintendent – Parkwood Master Builder**

### **Job Description**

Coordinates the activities of new home construction according to the Company's standards and processes. Ensures quality assurance and customer satisfaction are maintained throughout the construction process. The Superintendent reports directly to the Construction Manager.

### **Core Responsibilities**

Coordinates the construction and completion of quality houses within desired time frames and standards set by the Company and the Project Manager. Maintains inventory in a condition presentable to potential customers and within the acceptable standards of the Company

Schedules and monitors subcontractors in the construction of houses. Informs and trains sub-contractors regarding Company policies and procedures, including safety and compliance.

Implements company policies, procedures, principles and completes paperwork required by the Company.

Interacts with local municipalities to obtain all required inspections that conform to the master plan approvals.

Analyzes and understands local and national building codes and is able to manage projects within those stated standards.

Analyzes and understands the manufacturers' recommendations of the use and application of building products and is able to manage the use of the product.

Safeguard the job site from hazardous situations and material. Secure the Company's property and protect it from theft, vandalism and damage

Works as a team member with Sales, Purchasing and Warranty to ensure the quality of the total home buying experience and that the Company's objectives are met.

Contributes through independent work at the management level. Coordinates multiple employees with direct supervision authority. Coordinates and directs business partners.

### **Required Skills**

High School Graduate with additional training in a technical school and/or through an apprenticeship program in one or more of the building trades.

Five years of previous residential or commercial construction experience preferred.

Thorough knowledge of reading and interpreting blueprints preferred. Knowledge of math and geometry required. Must have understanding of the technical aspects of construction. Excellent organizational skills. Good interpersonal and communication skills. Ability to manage multiple priorities and deadlines. Must be able to maintain a professional appearance at all times.

**Salary Range**

Flexible depending on candidates experience and qualifications. Attractive benefits package. Opportunity for growth within the company.