



FAIRWAY AMERICA

MARKETING COMMUNICATIONS MANAGER

HELP ME TAKE FAIRWAY AMERICA TO THE NEXT LEVEL!

"As the VP Sales & Marketing of Fairway America, I am looking for a talented and successful individual who can understand and help craft our strategic marketing objectives and also implement these strategies at a tactical level. This position will team with me to effectively communicate Fairway's message and mission to its prospects, clients and public. This position will appeal to the creative yet thorough and meticulous individual who takes pride in doing a lot of things and doing them right. If you have a gift and a passion for marketing, we want to hear from you!"

Matthew E. Raymond, VP Sales & Marketing

THE POSITION

The primary purpose of the Marketing Communications Manager is to mold the Fairway message and effectively communicate it to the respective audiences. You should be comfortable interacting with senior level management and be able to communicate and present ideas in a clear concise manner. The pace is fast and demanding as the position requires many hats.

For the A-player looking for something special and who can answer "yes" to all of the following questions, this is the opportunity for you.

- Do you enjoy writing and being creative?
- Can you comprehend the big picture and yet implement the details?
- Do you have an analytical mind?
- Do you take pride in completing all of your day to day tasks and doing things right the first time?
- Are you seeking meaning and purpose in your career?
- Are you seeking an atmosphere of open and direct communication, clear and mutually established priorities and expectations, and a culture of accountability and performance?
- Do you exceed people's expectations of you on a regular basis?
- Are you highly interested in and capable with today's technology?
- Do you have passion to make sure the job is done correctly?
- Do you want to make a tangible contribution to the success of your department and company?
- Are you able to handle multiple tasks and activities at one time and still maintain a high level of accuracy and creativity?

If you answered "yes" to these questions, we want to meet you!

Job Description:

- Work with VP Sales & Marketing to establish overall marketing, advertising and public relations strategies.
- Manage all marketing campaigns to meet company goals and priorities
- Prepare and manage weekly email campaigns including production, analytics and reporting
- Design, program and manage the company website including new sections, updates, and front-end design to support back-end integration with CRM
- Support CRM engineering related to online function and marketing reporting
- Participate in planning, development and implementation of CRM application adds (TMO, other marketing apps)
- Oversee and implement all company branding
- Design and produce online advertising and banner ads
- Launch and manage Google Adwords campaigns, manage funds, and provide analytics and reporting
- Analyze and report website analytics weekly/monthly
- Analyze and report campaign analytics bi-weekly
- Manage and report Reps campaigns
- Design, produce and publish all print collateral including advertising, flyers, brochures, direct mail and other support materials as needed
- Produce all office collateral including letterhead, envelopes, cards, etc
- Prepare and manage marketing costs, budgets and campaign ROI tracking
- Price, compare and manage all vendors associated with marketing
- Prepare and launch monthly PR campaigns including online and print publications, press releases, news/people announcements and media calendaring
- Manage ongoing PR relationships with print and online media
- Ongoing analysis of customer research, surveys, market conditions and competition
- Ongoing development of new campaigns, online opportunities, and website additions
- Develop and prepare company style sheets
- Participate in company culture and rhythms
- Seek continual improvement in our processes

Required skills and experience:

- High degree of aptitude in Marketing, Communications, Business, or English
- Excellent verbal and written communication skills
- Strong computer skills
- Microsoft Word, Excel and PowerPoint
- Adobe Products
- HTML and/or experience with website design software
- Strong scheduling and time-management
- Self directed, independent, multi-tasking, detail oriented
- Website content management

BENEFITS

Fairway America is committed to maintaining a diverse, motivated, positive work environment full of great people who share, demonstrate, and live our core values. Take pride in working for a company that lives its core values, vision and mission/purpose and continually provides tangible value and benefit to its employees, brokers, borrowers and investors. Our benefits include:

- Strong base Salary
- Profit Sharing
- Medical & Dental Coverage
- Matching 401K Plan
- Company paid ongoing training and personal development
- Paid time off/comp time
- Outstanding working environment
- Flex schedules (some positions)
- Family friendly, atmosphere and culture
- Working with other A players with a burning desire to win
- Driven and Committed
- Responsible and Accountable
- Open Communication
- Perpetual Growth and Improvement
- Courage with Consideration *and*
- Trust and Respect

AT FAIRWAY AMERICA, WE ARE COMMITTED TO OUR CORE VALUES:

We believe in:

- Quality of Life
- Win/Win
- Fun

These values are alive at our company and we live them every day while pursuing our purpose of "Honorably doing worthwhile deals that create value, wealth, dignity and superior returns for all parties involved". If a deal is not worthwhile for everyone (our borrowers, investors, referral sources, and Fairway America), we'd rather not do it at all.

APPLY

If you feel you are an "A player", are up for our challenging, demanding, and rigorous hiring process, and would like to join a dynamic, growing company, **please submit your cover letter and resume to start the application process.** All candidates must complete the application process to be considered. Phone calls are not accepted.