Marketing Coordinator

Company	StoneManor Homes
Position	Marketing Coordinator
Location	StoneManor Homes Head Office 2100 Travis St, Houston, TX 77002
Schedule	Full-time

About the Role

The Marketing Coordinator will play an integral role in executing StoneManor Homes' marketing strategy, supporting brand awareness, lead generation, realtor engagement, and community-level marketing initiatives.

This is a hands-on, multi-disciplinary position that combines digital marketing, content creation, social media management, video production, event coordination, and marketing operations.

The ideal candidate is both creative and detail-oriented, with the ability to manage multiple projects, develop engaging content, and translate marketing objectives into effective deliverables. They should be comfortable capturing content in the field, working independently, collaborating with internal teams, and helping bring the StoneManor brand to life across digital and traditional channels.

What You'll Do

Digital Marketing & Social Media

- Assist in planning, developing, and executing social media strategies across Facebook, Instagram, LinkedIn, YouTube, TikTok and other relevant platforms.
- Monitor social media engagement, respond to inquiries when appropriate, and identify opportunities to increase reach and audience engagement.

- Assist with digital advertising campaigns across Meta, Google, and other marketing platforms.

Video Production & Content Creation

- Independently capture high-quality photo and video content at model homes, communities, events, construction sites, and other company activities.
- Edit short-form video content specifically intended for social media platforms, including Instagram Reels, Facebook Reels, TikTok, and YouTube Shorts.

Marketing & Brand Support

- Assist with the development and production of marketing collateral, including flyers, brochures, email graphics, signage, presentations, digital advertisements, and promotional materials.
- Assist with website content updates, community pages, available home listings, blog posts, and other digital content.
- Assist with writing and editing marketing copy for advertisements, email campaigns, social media, website content, and promotional materials.
- Coordinate the production and distribution of marketing materials with internal teams, printers, photographers, and outside vendors.

Email Marketing & CRM

- Support realtor communications, promotional campaigns, inventory updates, community announcements, and lead-nurturing initiatives.
- Maintain email templates, contact lists, campaign assets, and marketing databases.
- Assist with lead-generation initiatives and monitor campaign engagement and conversion metrics.

Events & Community Marketing

- Coordinate marketing logistics for model home grand openings, realtor events, community events, promotional activities, and other company functions.
- Assist with event planning, invitations, promotional materials, vendor coordination, signage, and on-site execution.
- Collaborate with sales counselors and online sales representatives to identify marketing opportunities and support traffic-generating initiatives.

What We’re Looking For

- Bachelor's degree in Marketing, Communications, Public Relations, Digital Media, or a related field preferred.
- 2–4 years of experience in marketing, digital marketing, social media, content creation, or a related role.
- Demonstrated proficiency in capturing and editing video content for social media platforms. A portfolio or examples of previous work are strongly preferred.
- Experience with editing software such as Adobe Creative Suite, Canva, CapCut, Final Cut Pro, or similar applications.
- Experience managing social media platforms and scheduling tools.
- Strong writing, editing, and communication skills.
- Familiarity with email marketing platforms and CRM systems; HubSpot experience is a plus.

- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Creative mindset with an eye for visual storytelling, design, and brand consistency.
- Ability to work independently while collaborating effectively with sales, leadership, and external partners.
- Valid driver's license and reliable transportation for visits to model homes, communities, and company events throughout the Houston area.

Why StoneManor Homes

- Growing Houston-based homebuilder with a strong product and brand direction
- Professional, accountable, performance-driven culture
- Opportunity to represent thoughtfully designed homes and communities
- Eligible benefits include vacation, medical, dental, vision, life insurance, and career development opportunities

Ideal Candidate

We are looking for someone who is creative, resourceful, and willing to roll up their sleeves. The ideal candidate enjoys producing content, has a strong understanding of social media, and can balance creative thinking with the organization and follow-through required to execute successful marketing initiatives.

A passion for photography, videography, residential real estate, architecture, and home design is a plus.

Equal Employment Opportunity

StoneManor Homes is an equal opportunity employer and considers applicants without regard to race, color, religion, sex, national origin, age, disability, veteran status, or any other protected status under applicable law.