



## MARKETING ASSOCIATE

**Job Title:** Marketing Associate  
**Department:** New Homes  
**Reports To:** Vice President  
**FLSA Status:** Full Time Non-Exempt  
**Location:** Springfield, PA

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**Summary:** McKee Builders is seeking a talented and energetic individual to fill the role as Marketing Associate at its corporate office in Springfield, PA. The Marketing Associate will play a vital role in supporting the New Homes department and the Company as a whole.

### Essential Duties and Responsibilities Include:

- Manage (in conjunction with Vice President, OSC & Ad agency) Facebook, Houzz, Pinterest, Instagram, YouTube, Bright MLS and all online directories including (but not limited to) Zillow, BDX, New Home Source, 55places.com
- Send new advertising opportunities to the ad agency
- Create, Send, Gather and analyze E-blasts and reports to assist with creating and sending e-blasts that will have higher open and CTR
- Attend weekly marketing meetings
- Sporadically Travel to new homes sites to take pictures and videos of houses under production, sales meetings, giving tours of homes and homes under construction, and features highlighted by construction managers
- Enroll for various webinars/conferences to further knowledge
- Google (bubble) Maps where sales/prospects come from for all communities
- Scout Billboards
- Assist with transportation/delivery of sales and marketing signs from a vendor to specific sites
- Manage Call Rail numbers (in conjunction with OSC)
- Assist VP with reviewing various collateral for accuracy including; blogs, e-blasts, brochure inserts, website, social media posts, billboards, etc.
- Attend Quarterly roundtable meetings offsite
- Copywriting for e-blasts, blogs, PR (in conjunction with ad agency)
- Review McKee website for functionality and accuracy on an ongoing basis
- Dig into source reporting – clarify and communicate with on-site sales and break out sources by product for communities with multiple products
- Ability to edit pictures (minor auto affects etc.) for social media, product, and events to put online – especially for Quick Deliveries and making sure all pics look good (not crooked, etc.)
- Review Google Analytics with VP
- Assist with small wrap up details on models and clubhouses (shopping for TVs, setting up about McKee videos on model TVs, appliances and creature comforts for clubhouse)

### Supervisory Responsibilities:

- None

### Education and/or Experience:

- College degree preferred but not required
- Administrative experience

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**Computer Skills:**

- General computer proficiency required

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work is primarily conducted in an office, where sitting or standing for long periods is essential. The noise level in the work environment is usually quiet.

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Equal Employment Opportunity:**

It is the policy of McKee to provide equal opportunity in employment and to all employees and applicants for employment. No person will be discriminated against in employment because of race, religion, color, sex, age, national origin, ancestry, disability, military status, marital status, or any other legally-protected class, trait, or characteristic.

If you are interested in applying for this position, please send your resume to [jobs@mckeegroup.net](mailto:jobs@mckeegroup.net).