



## JOB DESCRIPTION

**Job Title:** Sales and Marketing Coordinator  
**Department:** Corporate - Marketing  
**Reports To:** VP of Sales and Marketing  
**FLSA Status:** Exempt, Salary

### **Position Summary:**

Support the development and execution of strategic marketing initiatives and sales operations for a new construction home builder. This role is pivotal in driving brand awareness, generating leads, and supporting the sales team to meet revenue goals. The coordinator will assist in managing marketing campaigns, coordinate events, and ensure consistent messaging across digital, print, and in-person channels. Additionally, the role involves the tracking of sales contracts from start to close while ensuring a positive customer journey from initial inquiry to final sale.

**Essential Duties and Responsibilities:** To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### PURCHASE AND SALE CONTRACTS

- Review and process Purchase and Sale Agreements and ensure documents conform to Westcott Homes' requirements.
- Coordinate with Escrow to set up documentation for open and closing transactions.
- Coordinate with onsite sales teams to ensure Westcott Homes contract document policies and procedures are adhered to.
- Create, update, and maintain Builder Addendums as required.
- Work with site agents and ensure Westcott Homes procedures are adhered to.
- Submit and manage FHA / VA paperwork and 2-10 warranties, as necessary.
- Manage Home Orientation and Closing Calendar Schedules

### SITE SALES SUPPORT

- Attend weekly sales team meetings to stay up to date on traffic, current listings, upcoming closings & lending status.
- Help source sales and office materials for the model and site sales offices.
- Audit sales offices and models for cleanliness, professionalism, and supplies.
- Manage model staging contracts and performance.
- Communication between Production and Sales teams

### HOMEOWNERS ASSOCIATIONS (HOA)

- Review and approve plat CC&R's and revise and update as required.
- Prepare annual HOA budgets and Public Offering Statement.
- Manage relations and contracts for insurance and property management as needed.
- Online filing with SOS

- Manage the communal area maintenance and other responsibilities of the HOA during the Declarant Development Period.
- Conduct the HOA Elections prior to termination of the Development Period.
- Conduct the HOA turnover meeting with community elected Board of Directors.

#### ADMINISTRATION

- Set up and maintain Master Lot Files.
- Create and maintain Sales & Lot information in ECI Mark Systems (per plat)
- Update and maintain Builder Addendums.
- Update/audit Sales Plat Master tracking report.
- Create and maintain Policies and Procedures.
- Create and maintain reports as requested.

#### GENERAL

- Attend all scheduled meetings.
- Maintain current knowledge of the latest practices in construction and residential lending through study, literature, trade partners, lending institutions and manufacturers.
- Perform other duties as assigned.

**Competencies:** To perform the job successfully, an individual should demonstrate the following.

**Cooperation** - Displays a positive outlook and pleasant manner. Establishes and maintains effective relations. Exhibits tact and consideration. Offers assistance and support to co-workers. Works actively to resolve conflicts. Works cooperatively in group situations.

**Dependability** - Commits to doing the best job possible. Follow instructions. Keep commitments. Meets attendance and punctuality guidelines. Responds to requests for service and assistance. Takes responsibility for own actions.

**Job Knowledge** - Competent in required job skills and knowledge. Displays understanding of how job relates to others. Exhibits ability to learn and apply new skills. Keeps abreast of current developments. Requires minimal supervision. Uses resources effectively.

**Quality** - Applies feedback to improve performance. Demonstrates accuracy and thoroughness. Displays commitment to excellence. Looks for ways to improve and promote quality. Monitors own work to ensure quality.

**Quantity** - Achieves established goals. Completes work in timely manner. Meets productivity standards. Strives to increase productivity. Works quickly.

**Safety & Security** - Determines appropriate action beyond guidelines. Observes safety and security procedures. Reports on potentially unsafe conditions. Uses equipment and materials properly.

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

#### **Education/Experience:**

Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

#### **Language Ability:**

Read, analyze and interpret business, professional, technical or governmental documents. Write reports, business correspondence and procedure manuals. Effectively present information and respond to questions from managers, customers and the public.

**Mathematical Ability:**

Add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Compute rate, ratio and percent, and draw and interpret bar graphs.

**Reasoning Ability:**

Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:**

Proficient in Microsoft Suite, Word, Excel, and Outlook, Teams, SharePoint, CANVA, Adobe

**Supervisory Responsibilities:**

This position does not have any supervisory responsibilities.

**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.

Moderate noise is typical for this work environment.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1)Employee is frequently required to stand, walk, or sit for extended periods; 2) frequently required to talk and/or hear; 3) occasionally lift and/or move objects up to 40 pounds; 4) occasionally required to stoop, kneel, or crouch; 5) frequently uses hands and fingers to handle, feel or move objects, tools or controls, to reach with hands and arms, and to write; 6) vision abilities include close, color, and peripheral vision as well as depth perception, the ability to adjust focus, and the ability to read; 7) the noise level in this environment is usually quiet to moderate, although noise levels at field jobsites can vary tremendously and become loud.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

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**ACKNOWLEDGED: Employee Signature**

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**Date**

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**PRINT: Employee Name**

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**ACKNOWLEDGED: Supervisor/Manager Signature**

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**Date**