

## Job Description for Advertising Specialist

**The Role:** The Bishop Realtor Group is one of the top-producing real estate offices in Texoma, handling residential, farm and ranch, and commercial listings. We pair our personal client support with technology to ensure a smooth transition for buyers and sellers in a busy marketplace.

This role is known as the Advertising Specialist. The Advertising Specialist maintains our company's brand and reputation by developing and maintaining effective advertising campaigns.

### **The Responsibilities:**

- Coordinate and submit advertisements and listing information to local media sources ie. (Newspaper, Magazine & Television sources) within given timeframes meeting deadlines.
- Create marketing collateral paying close attention to details ie. (property brochures/booklets & property videos)
- Manage business Facebook, Instagram & Twitter accounts through a Social Media Management Platform.
- Manage websites and ensure all appropriate information is posted and correct
- Manage client communication including follow up emails.
- Assist in the scheduling of property showings.
- Assist in the daily needs of the office and Real Estate Agents, supporting the effective operation and flow of the office.

### **Basic Qualifications**

- Valid driver's license
- Client relationship experience
- Strong communication skills
- Ability to work collaboratively in a team
- Experience answering a multi-line phone
- 50+ wpm typing
- Proven ability to multi-task and prioritize when several different projects are assigned simultaneously

### **Preferred Qualifications**

- Experience utilizing social media platforms for marketing
- Knowledge of Excel, Word and Microsoft Publisher
- Multi-line phone system
- Experience creating marketing collateral
- Must have outstanding written and verbal communications skills
- Detail oriented with the ability to proofread documents and correct errors
- Must be proactive and able to start and finish projects
- Real-estate background a plus