



Building Rewarding Careers...

Marketing and Sales

VP of Marketing and Sales

- ü Supervise the Marketing and Sales Departments for a specified Business Unit
- ü Control and monitor annual plan, advertising and marketing budgets within the Business Unit

Director of Sales and Marketing

- ü Oversee the responsibilities of the Marketing and Sales Department
- ü Maintain and improve public image of the Company through all advertising, marketing and promotional materials
- ü Supervise Marketing and Sales Managers, Sales Consultants and Administrators
- ü Create and monitor budgets

Director of Sales

- ü Coordinate sales activities in a given Business Unit
- ü Set sales quotas for a given period

Director of Marketing

- ü Supervise marketing functions in a specific Business Unit
- ü Coordinate advertising and public relations

Marketing and Sales

VP of Marketing and Sales

Senior Management Level Positions

- § Director of Marketing and Sales
- § Director of Marketing
- § Director of Sales

Mid-Management Level Positions

- § Marketing and Sales Manager
- § Marketing Manager
- § Sales Manager
- § Internet Marketing Manager

Professional Level Positions

- § Assistant Marketing Manager
- § Market Analyst
- § Sales Consultant

Entry Level and Support Positions

- § Sales Assistant
- § Sales Host/Hostess
- § Sr. Sales and Closing Coordinator
- § Sales and Closing Coordinator
- § Marketing Administrator
- § Sales Administrator



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Marketing and Sales

Marketing and Sales Manager

- üManage various marketing programs and initiatives
- üManage sales activities

Marketing Manager

- üManage various marketing programs and initiatives
- üCoordinate photo shoots for product photography needs, advertising and displays
- üDevelop methods to increase Company sales and exposure through various media (print, radio, billboards, etc.)

Sales Manager

- üResponsible for the overall success (i.e. sales conversions, Sales Consultant skill development, coordination of marketing events, etc.) of multiple communities under his/her supervision
- üMonitor contracts in coordination with community efforts to insure Company goals related to in-house mortgage and title capture

Internet Marketing Manager

- üCoordinate creation of business unit marketing materials
- üCoordinate web presentations for the business units' communities in planning
- üCoordinate IPIX photo shoots for all new models and clubhouses



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Assistant Marketing Manager

- ü Assist with developing advertising concepts and placements
- ü Assist with other various marketing programs and strategies

Market Analyst

- ü Shop competition in the field
- ü Gather market related data
- ü Prepare marketing graphs

Sales Consultant

- ü Secure contracts for purchase of new homes
- ü Facilitate mortgage capture and title capture

Sales Assistant

- ü Assist Sales Consultant with sales process while developing the skills needed to become an independent consultant
- ü Assist customers with sales process

Sales Host/Hostess

- ü Receive, register and direct visitors
- ü Perform clerical duties in order to ensure an effective, efficient flow of telephone calls and visitors
- ü Provide model tours
- ü Help maintain neat appearance of the models
- ü Distribute current price lists

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Senior Sales and Closing Coordinator

- üSupervise daily activities of the Sales and Closing Coordinators
- üEnsure closing dates are being maintained in system and communicated to customer
- üEnsure contract cancels/switches/deposits are processed in a timely manner
- üPerform sales and closing duties

Sales and Closing Coordinator

- üPerform sales and contract administration
- üConfirm and prepare preliminary closing figures
- üCoordinate settlement processes with construction, mortgage, buyer and title company

Marketing or Sales Administrator

- üPerform administrative activities in support of the department