Marketing Manager

WHY LOMBARDO?

Choosing a place to work is a big deal. You spend 40 hours each week at work, so you want to love what you do. We get it. When telling you why you'll love working at Lombardo Homes, we could list all of our statistics and accomplishments… but everyone does that, right?

Here's the real reason you'll love working at Lombardo: we're a family. We're family owned and operated, yes, but our entire team is a family. We appreciate and care for our team members and trade partners. When our team members succeed, we all succeed; when they struggle, we all pitch in to build them back up. This is the Lombardo way.

WHAT YOU'LL DO

The quick overview

The Marketing Manager leads the planning and execution of marketing for Lombardo Homes' St. Louis and Columbia divisions, including marketing support for Lake of the Ozarks. This role owns division marketing plans and budgets while remaining directly involved in day-to-day marketing, community launches, content creation, and events. Working with the VP of Marketing and local division and sales leadership, the Marketing Manager turns business goals into marketing initiatives that generate qualified leads, support home sales, and strengthen the Lombardo Homes brand.

This position works in person in the St. Louis division and reports directly to the VP of Marketing, who is based in the Michigan division. The Marketing Manager serves as the local marketing lead and primary connection between Missouri division teams and the VP of Marketing.

The nitty-gritty stuff

Marketing planning and budget management

- Develop and execute annual division marketing plans with the VP of Marketing and division leadership, aligning community priorities, sales goals, launch schedules, and local market opportunities.
- Prepare and manage division marketing budgets, including spending forecasts, expense tracking, invoice review, and monthly reporting. Recommend budget allocations and adjustments for VP of Marketing approval.
- Plan integrated campaigns across digital advertising, social media, email, print, signage, and events. Manage vendors, creative deliverables, timelines, and spending within approved plans and budgets.
- Monitor campaign performance, lead quality, website activity, and lead-to-sale results with sales and online sales teams. Report findings and recommend changes to improve marketing effectiveness.
- Research local competitors, buyer trends, and market conditions to inform division plans, community positioning, and promotional recommendations.

Marketing execution and division support

- Manage marketing requests and create, update, and distribute community and corporate materials, including flyers, brochures, price sheets, mailers, and sales presentations for St. Louis and Columbia.
- Manage the Missouri divisions' social media presence, including Facebook, Instagram, TikTok, blog content, and future channels. Develop content calendars and create and implement social media and email campaigns.
- Maintain Missouri-specific website content, including pricing, available homes, homesites, community information, and new community openings; coordinate updates with sales teams and vendors.
- Plan and execute community and model grand openings, Realtor events, and other marketing events, coordinating promotion, vendors, logistics, and follow-up. Some events may require weekend work.
- Visit communities regularly to evaluate signage, displays, and overall presentation. Capture and coordinate photography and video of communities, available homes, model homes, and amenities.
- Order signage for new communities and build-on-your-lot locations, and monitor existing signs for accuracy and condition.
- Ensure marketing materials are accurate, consistent with company brand standards, and aligned with company advertising and Fair Housing guidelines. Keep the VP of Marketing informed of priorities, progress, and issues requiring decisions.

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WHAT YOU NEED

- Bachelor's degree in marketing, communications, public relations, advertising, graphic design, or a related field, or equivalent relevant experience.
- At least five years of progressive marketing experience, including responsibility for marketing plans, budgets, campaigns, and vendor management. Homebuilding or residential real estate experience is preferred.
- Ability to independently manage marketing for multiple markets, prioritize competing requests, and work effectively with a supervisor based in another state.
- Strong writing, grammar, proofreading, project management, and communication skills, with close attention to detail.
- Proficiency in Adobe Creative Suite, including InDesign, Illustrator, and Photoshop; experience creating marketing collateral and implementing social media campaigns.
- Working knowledge of digital advertising, email marketing, website content management, CRM reporting, and marketing analytics; ability to interpret results and recommend action.
- Ability to work in person in St. Louis, visit local communities, travel occasionally to Columbia and Lake of the Ozarks, and support occasional weekend events.

WHAT WE'LL GIVE YOU

- Competitive salary with annual bonus potential.
- Opportunity for career growth.
- 401k with company match.
- Company-provided life insurance.
- Full benefits package including health, dental, vision, FSA, long-term disability, voluntary life insurance, accident insurance.
- Company-sponsored employee events.