



## OPEN POSITION – MARKETING and REAL ESTATE COORDINATOR

Forest Resource Consultants, Inc. is seeking to fill a Marketing and Real Estate Coordinator position based in our Macon, Georgia office. Candidates considered for this position will be those demonstrating the ability to meet the key responsibilities and qualifications listed below.

Position Title: Marketing and Real Estate Coordinator  
Reports To: Director of Business Development & Client Services  
Employment Status: Full or Part-Time Employment  
Location: Macon, GA; possibility for Hybrid or Remote Work

### Key Marketing Responsibilities:

- Manage relationship with third-party marketing consultants
- Organize weekly marketing and real estate team calls
- Manage company online presence and marketing efforts
- Oversee creative content development for social media, focus articles, and newsletter
- Manage content buildout and maintenance of company website including SEO tools
- Oversee all marketing, advertising, and other resources to ensure consistency with branding
- Manage email marketing campaigns including company news, real estate listings, and other content
- Procure and maintain contact data for various online and traditional marketing campaigns

### Key Real Estate Responsibilities:

- Assist in development and submission of real estate listing proposals
- Assist real estate agents with the coordination and preparation of all listing agreements and supporting documents
- Maintain electronic files for all real estate listings
- Prepare, deliver, and coordinate receipt of all real estate documents
- Creative design and distribution of real estate web listings and associated resources
- Develop property marketing resources and manage listing advertisements on company and third-party websites
- Amass listing photos from agents for preparation of marketing materials
- Obtain property and public records data for real estate listings
- Monitor and track licensee renewal and continuing education for all brokers and sales agents

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**Key Competencies:**

- Proficiency with online advertising, social media, and website content development
- Working knowledge of various social media platforms for monitoring and advertising purposes
- Working knowledge of website content management
- Must exhibit professionalism in appearance and performance
- Ability to communicate with employees, clients, legal counsel, and others professionally and effectively
- People-oriented, dedicated to customer service, extremely organized, and attentive to detail
- Exhibit pride in accuracy, organization, and quality of work
- Ability to work independently and as with a team
- Ability to understand company business and client expectations
- Adhere to strict confidentiality of both company and client information
- Proficiency in Microsoft programs and other commonly used software
- Ability to track and monitor leads and feedback
- Ability to understand workflow, manage multiple projects simultaneously, and set priorities to meet deadlines
- Strong literacy and numeracy skills to manage administrative tasks
- Administrative and marketing experience preferred
- Experience in graphic design for marketing purposes preferred

**Education and Experiential Qualifications:**

- Bachelor's degree in marketing, communications, business, or other related fields
- Three to Five years' experience in marketing, real estate, and/or related field preferred

Salary will be commensurate with skills and experience. Competitive benefits package includes health, life, and disability insurance, optional dental insurance, 401 (k) plan, vacation, and holidays.

Resume and professional references should be sent to the email address below no later than **March 15, 2024**, for consideration.

Paula Smith  
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Forest Resource Consultants, Inc. is one of the largest forestry consulting firms in the US South. We have an excellent reputation, a diverse client base, a highly ethical work standard, and we employ professional high-quality staff. Please visit our website at [www.frc.us.com](http://www.frc.us.com).