

## JOB DESCRIPTION



**Job Title:** Director - Marketing  
**Department:** Administration  
**Reports to:** Vice President & Chief Administrative Officer  
**Direct Reports:** TBD  
**Date Prepared:** June 2018

**Job Summary** The primary responsibility for the Marketing Director is to develop and manage the overall marketing strategy for the company, across all business segments. This position is a company-wide resource, not dedicated to one division or project. Responsibilities will include, but are not limited to, brand development, brand management, product positioning, and lead generation for a diverse array of asset types. Candidate will manage marketing teams (internal and external) to support the mission and goals of company, including corporate and sub-brands. This position will also provide marketing leadership for other special projects as needed.

**Primary Responsibilities**

**General Marketing**

- Brand management
- Consumer marketing across multiple business segments
- Experiential & event marketing
- Interactive & social media marketing
- Product marketing to include providing counsel on product and pricing
- Market, consumer and competitor research / analysis to support business goals

**Public Relations**

- Oversee the company's internal and external public relations initiatives
- Media and investor relations
- PR firm management
- Copywriting – website, digital, print, collateral, etc.
- Press releases
- Corporate communications

**Primary Segments & Revenue Streams**

- Residential sales - to include finished lots and/or homes
- Commercial sales and leasing
- Club & Resorts

**Strategy Development**

- Prepare overall marketing strategy with key stakeholders
- Develop programs with objectives and measures that support business strategy
- Analyze market trends, recommend changes and provide advice related to strategy
- Manage overall marketing budget for all segments
- Establish marketing teams with expertise that supports business strategies in real estate, commercial sales and leasing, retail, etc.

<b>Essential Functions</b>	<ol style="list-style-type: none"> <li>1. Working with key stakeholders, develop and execute strategic marketing plan and initiatives company-wide, that will support multiple business segments to include but not limited to, residential, commercial sales, commercial leasing, retail, club &amp; resorts, etc.</li> <li>2. Develop, guard and enhance St. Joe's corporate brand (including brand strategy, design, and direction including creative, copy, logo, usage) as well as ensure strategic alignment between corporate and sub-brands such as St. Joe Club &amp; Resorts, Clubs by JOE, Pier Park, etc.</li> <li>3. Oversee and act as approver for all sub-brands and how they relate / tie into parent company brand.</li> <li>4. Responsible for strategy of web presence, social media, design and development including mobile, apps and content.</li> <li>5. Responsible for database marketing including CRM, email strategy and execution.</li> <li>6. Oversee search engine marketing (PPC, remarketing, display and local optimization) and search engine optimization including on-page and off-page SEO.</li> <li>7. Oversee social marketing optimization including ad buys/display/remarketing on social channels.</li> <li>8. Build marketing budgets across all segments to ensure maximum results as well as management and direction of contracts and vendors.</li> <li>9. Manage public relations and corporate communications strategy (direct-mail, web-based, press, social media, etc.) and ensure alignment for strategies that relate to sub-brands.</li> <li>10. Oversee the organization and production of collateral and business support materials for corporate, project and sales needs.</li> <li>11. Oversee creation and production of collateral and business support materials for project and sales needs.</li> <li>12. Working closely with sales teams, continue to improve and further develop a qualified database of existing and potential contacts across multiple business segments.</li> <li>13. Oversee preparations for onsite and offsite events and sponsorships.</li> <li>14. Conduct marketing research, development and analysis.</li> <li>15. Ensure effective communication among team and alignment of responsibilities with business goals.</li> <li>16. Build and manage strong marketing team to support and lead marketing efforts for all business segments.</li> </ol>
<b>Education and Experience</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in marketing, communications or a related field preferred, may substitute experience.</li> <li>• 10+ years of marketing related experience with a track record of success and increasing responsibility preferred.</li> </ul>
<b>Knowledge, Skills, Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills to include oral, written and public speaking are required, as is the ability to establish priorities and manage multiple tasks.</li> <li>• Disciplined and reliable knowledge of marketing strategy, budgetary and financial administration, and reporting skills are important as well as strategic and creative capabilities.</li> <li>• The ability to work in a team-oriented environment and develop consensus to effectively motivate timely action and excellent outcomes within finite time and financial parameters will be the measures of success for the appropriate candidate.</li> </ul>

	<ul style="list-style-type: none"> <li>• Knowledge of Microsoft applications (Word, Excel, Outlook, PowerPoint, Access) and Adobe products are a necessity.</li> </ul>
<b>Physical Demands</b>	<ul style="list-style-type: none"> <li>• Ability to operate normal office equipment.</li> <li>• Extensive use of computer.</li> <li>• Ability to operate a motor vehicle.</li> <li>• Ability to travel.</li> <li>• Ability to sit for extended periods of time (up to 6 hours).</li> <li>• Ability to lift up to 15 lbs.</li> </ul>
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>• Normal office environment, with occasional travel to other office locations.</li> </ul>

*The above statements are intended to describe the general nature and level of work being performed and are not an exclusive list of all duties and responsibilities. The St. Joe Company reserves the right to amend and change responsibilities to meet business and organizational needs.*