

POINTE-MARIE

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Position: Marketing / Social Media Coordinator

Opportunity:

Pointe-Marie Community Development has an opening for a Marketing and Social Media Coordinator to help position and grow the community of Pointe-Marie here in South Baton Rouge, along Historic River Road at the banks of the Mississippi River. We are looking for an enthusiastic candidate who is driven to create amazing work and tell amazing stories in a collaborative environment. You will have opportunities to collaborate with its founders and development team - as well as with community pillars of Sales, Community Management and its non-profit, The Pointe-Marie Institute, to help tell 'a different real estate story' through its Masterplan, Architecture and Community Events that satisfy those living, working or just visiting Pointe-Marie and hopefully have a little fun along the way.

Responsibilities

- Coordinate all marketing and social media efforts of the Pointe-Marie community
- Collaborate with Pointe-Marie founders, sales team, community management team as well as the community partners to create and coordinate through digital communications, social networks and its website. create and execute social media calendars
- Understand and maintain the brand's unique voice
- Aid in the development and curation of meaningful, engaging content for designated social media posts under the direction of founders and development team
- Place and monitor ads across multiple social media channels for a range of events (as needed)
- Assist in creating and editing written, video, and photo content
- Attend events and produce live social media content (as needed)
- Monitor social media channels for trends across multiple industries and competing communities
- Interact with users and respond to social media messages, inquiries, and comments
- Weekly website updates
- Creation of flyers for all events
- Printing and posting of flyers in The Square and keeping postings there up to date
- Review analytics and create reports on key metrics
- The Marketing and Social Media Coordinator is welcome to work in the Pointe-Marie Discovery Center any day they choose
- Regular meetings include in-person weekly marketing meeting and attending a monthly in-person Team Meeting, usually the first week of each month
- Work closely with the PM POA and Events Coordinator to provide content



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Qualifications

- Regular user of social media channels including but not limited to Twitter, Facebook, Instagram, LinkedIn, Twitter, TikTok, & Pinterest
- Passion for social media and proficiency with social media management tools
- Excellent social listening skills
- Ability to understand historical, current, and future trends in digital content and social media
- Strong copywriting and copy-editing skills
- Excellent time management skills with the ability to multitask
- A keen eye for detail
- Experience with Microsoft Office (Excel, Outlook), Dropbox, Canva
- Experience with project management software is a plus but not required

About Us

Pointe-Marie is a 120-acre mixed-use village in Baton Rouge, Louisiana that offers a masterplan of homes, cottages, multi-family residences, hospitality accommodations, shopping, dining, health and wellness, offices, entertainment, along with opportunities for civic gathering - all within a short walk from one another. The village is located within walking distance from L'auberge Casino and Resort and in close proximity to the main campus of Louisiana State University as well as Downtown Baton Rouge and The Baton Rouge Health District.

As a working group, we are focused and driven, yet laid-back and like to laugh. We have strong relationships with our residents, vendors and community partners, who value the work that we do for them and see us as partners. We love Life on Pointe!



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