



## MARKETING COORDINATOR

Are you seeking to help a neighborhood reach its highest potential through real estate development?

Tipping Point is searching for a marketing coordinator that has strong interest in disrupting traditional ways of commercial real estate development.

We take on high impact, transformative projects for communities, property owners, non-profits, and innovative start-up companies.

In this role, you will be pivotal in realizing transformational change by partnering with our project managers to document and tell the story of how the vision of each project authentically creates a positive impact for the communities we serve.

Your responsibilities are a combination of graphic design and creative writing. While these are traditionally separated, we are seeking someone who has a passion for doing both. On a day-to-day basis, deliverables can range from crafting compelling press releases, leading the redevelopment of our website, creating content for our community engagement platform, creating engaging presentations and pitch decks to progress existing projects and acquire new ones, and visualizing new products and concepts through the lens of the company's mission. You will have an established marketing and advertising agency at your disposal to facilitate deliverables and collaborate with.

This is an opportunity to truly unleash and execute your highest creative potential, as long as you believe in the mission of Tipping Point.

### Desired Attributes:

- High energy and enthusiasm, with an entrepreneurial spirit
- Ability to listen to others and represent their story through writing and graphics
- Strong commitment to exceeding expectations
- Strong experience with Adobe Creative Suite and PowerPoint
- Authentically represent the Tipping Point core values:
  - o Teach
  - o Truth
  - o Transparency
  - o Transform
- Flexibility and openness to work on a variety of assignments and roles, simultaneously
- Active listener and problem solver, able to adapt when timelines and priorities change
- Meticulous organizational skills to manage multiple competing deadlines
- Willingness to travel to project sites and clients' places of business

### Job Responsibilities:

- Represent the company mission and values in all external and internal communications
- Collaborate, provide succinct content, strategic direction, and maintain brand guidelines to external marketing companies



- Ensure the accuracy of the facts, impacts and importance of milestones in each project in press releases, social media, and other external communications
- Champion the redevelopment of the company website to ensure that our client's stories are well represented with an engaging platform
- Develop visually appealing and informative presentations for clients, investors, partners, public officials, communities, and other external audiences
- Prepare and submit compelling responses for requests for proposals, showcasing our expertise and commitment to community-driven development.
- Create visual representations of complex concepts related to real estate development
- Help visualize new products, concepts, and ideas through creative design and visual representation
- Participate in regular meetings as necessary to ensure all milestones are properly integrated throughout all marketing aspects of the company
- Communicate regular updates, photos, videos, during important moments throughout the project process to Tipping Point's external marketing team

All experience levels and backgrounds are welcome to apply.

Compensation will be uniquely determined by experience level of the applicant.

Since our process and approach to real estate is non-traditional and unique, all new hires begin on a 4 month contract period, which results in an offer for full time employment.

To learn more about Tipping Point, visit [www.tippingpointdev.com](http://www.tippingpointdev.com)

If you feel this role is a good fit for you, send a resume to [createchange@tippingpointdev.com](mailto:createchange@tippingpointdev.com) - with 'YOUR NAME – Project Management' in the subject line.