

Job Title: Sales and Marketing Coordinator

About Cunningham-Limp (C-L):

Cunningham-Limp we're a team of passionate innovators, real estate experts, and construction professionals working together to build better communities. We're a diversified real estate firm specializing in development, design, and construction, and we're known for taking complete ownership of projects, from the initial spark of an idea to the final ribbon cutting. We're growing, and we're looking for a dynamic Sales and Marketing Coordinator to join our team!

Location: Novi, MI (with occasional travel to beautiful Traverse City, MI)

The Opportunity:

Are you an ambitious, resourceful, creative, organized individual with a passion for marketing and a desire to make a real impact? As our Sales and Marketing Coordinator, you'll be a vital part of our Business Development and Executive Sales Team, playing a key role in promoting C-L's brand, showcasing our incredible projects, and supporting our sales efforts. This is an associate-level role (**1-5 years of experience preferred**). However, recent graduates with past internships and plenty of general work experience are also welcome to apply. This role offers *significant* growth potential within a company that values its people. The salary range for this position is dependent on experience.

Why This Role is Exciting:

- **Make a Tangible Difference:** Directly contribute to winning new projects and shaping the future of communities.
- **Creative Freedom:** From developing engaging social media campaigns to creating compelling videos and marketing materials, you'll have the opportunity to flex your creative muscles.
- **Variety:** This role offers a diverse range of responsibilities, from event planning to content creation to sales support. No two days will be the same!
- **Learn from the Best:** You'll work closely with experienced professionals in real estate, design, and construction, gaining invaluable industry knowledge.
- **Grow With Us:** C-L is committed to professional development. We offer tuition reimbursement, mentorship opportunities, and a clear path for advancement.
- **Be a part of something special.** Join a team that embodies our core values and prioritizes the customer above all else.

Key Marketing Responsibilities:

- **Brand Champion:** Develop and execute creative marketing campaigns that capture the essence of C-L. Manage our website, blog, and social media presence (including LinkedIn, Instagram, Facebook, X, and YouTube) to amplify our brand voice and reach.

- **Content Creator:** Craft compelling content that tells our story and engages our audience. Share leadership updates, project highlights, and internal communications that keep everyone connected.
- **Experience Curator:** Create professional materials that leave a lasting impression. Plan and coordinate company meetings, sponsorship events, client celebrations, groundbreaking ceremonies, and team outings that build relationships and foster a strong company culture.
- **Relationship Builder:** Attend industry networking events and client meetings, representing C-L with professionalism and enthusiasm. Assist the Business Development team with CRM updates and insightful notes.
- **Comprehensive Marketer:** Coordinate with external vendors and internal departments for jobsite signage, internal awards, event materials, and manage our company's branded apparel site.

Key Sales Responsibilities:

- **Data Collection:** Manage all sales & marketing information related to past, current and prospective projects, ensuring accurate and up-to-date information.
- **Proposal Creation:** Prepare winning proposals that showcase C-L's unique capabilities.
- **Communication:** Manage sales correspondence, ensuring timely and professional communication with clients and prospects. Manage internal marketing communication & engagement plan.
- **Administrative Support:** Provide essential support to the sales team, assisting with various tasks to help drive revenue growth, including scheduling meetings, coordinating calendars and documenting meeting minutes.

Skills & Requirements:

- Bachelor's Degree Preferred
- Proficiency in Microsoft Office Suite including Microsoft Excel & Outlook
- Experience with WordPress or similar website development system
- Strong skills in Canva, Adobe Suite
- Photography/Videography skills are highly desirable, including experience with video editing software (e.g., iMovie, Adobe Premiere Pro, Final Cut Pro)
- Knowledge of a CRM (HubSpot or similar)
- Exceptional writing, editing, and verbal communication skills
- Experience using and managing social media accounts for business purposes
- A proactive, positive attitude and a passion for learning

- Ability to manage priorities and meet deadlines.

C-L Benefits & Perks:

We Empower our employees with a culture of flexibility, support, and appreciation:

- Competitive Benefits Package
- Performance-Based Bonus Opportunities
- Sales Incentive Program
- Professional Growth & Development Opportunities
- Flexible Schedule – Our innovative Triple A Program
- Tuition Reimbursement
- Unlimited PTO
- Paid Community Service Days – Give back to the community you help build.
- Parental Leave
- Quarterly Company-Wide Meetings
- Team Building Outings
- 401K Safe Harbor Match
- Employee-Influenced Charity Contributions and Participation

To Apply:

Ready to join a company that's making a difference? Please submit your resume and cover letter to marketing@clc.build with “[your name] for Sales and Marketing Coordinator” in the subject line. We can't wait to hear from you!