

# Now hiring.

## New Home Sales & Marketing Manager



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The New Home Sales & Marketing Manager leads the company's Sales and Marketing teams to achieve new home sales targets, strengthen the company's brand presence, and deliver exceptional customer experiences. This role is responsible for driving results through leadership, coaching, and strategic execution, ensuring alignment with DTL's growth objectives and customer service standards.

### **Education and Qualifications:**

- Post-secondary education in business, marketing, or real estate; equivalent experience considered.
- Minimum 5 years of residential new home sales experience with at least 2 years in a leadership or team-lead role.
- Experience managing marketing functions, including campaign planning and execution.
- Valid driver's license with clean abstract.

### **Required Knowledge/Skills:**

- Proven track record of achieving and exceeding sales and marketing objectives.
- Strong leadership and coaching skills with the ability to inspire performance and accountability.
- Strategic thinking with hands-on management style to support and participate with the team.
- Excellent communication and interpersonal abilities.
- Comprehensive understanding of residential construction, home design, and new home sales processes.
- Strong organizational, analytical, and communication skills.
- Ability to manage multiple priorities in a fast-paced, dynamic environment.
- Ability to lead, coach, and motivate a team.
- Proficiency in ADP, CRM systems, and Microsoft Office Suite.
- Detail-oriented with a commitment to accuracy and compliance.





### **Core Functions and Responsibilities:**

- Oversee all aspects of new home sales, ensuring accuracy in quotes and contracts.
- Lead, coach, and motivate Sales and Marketing team members to achieve or exceed sales and brand awareness goals.
- Provide hands-on guidance and coaching to sales and marketing staff, addressing challenges and ensuring compliance.
- Conduct regular follow ups internally and externally to ensure timely completion of sales-related tasks.
- Develop and execute community launch plans, promotions, and marketing campaigns aligned with sales objectives.
- Ensure all customer interactions and marketing communications reflect DTL's brand standards and service philosophy.
- Oversee the customer journey from first contact to home closing, ensuring responsiveness, accuracy & professionalism.
- Establish & monitor community sales goals, reporting progress and results to the VP, Sales, Marketing & Community Engagement.
- Partner with Design, Construction, and Operations to ensure product offerings, pricing, and promotions meet customer and market needs.
- Analyze sales data, traffic patterns, and conversion trends to identify opportunities for improvement.
- Collaborate with other managers to align marketing strategies and initiatives.
- Coordinate marketing initiatives including digital campaigns, events, signage, and collateral to maximize visibility and engagement.
- Coordinate and execute coverage for events, open houses, and community launches.
- Ensure the marketing room is organized and maintained to prevent operational inefficiencies.
- Conduct regular one-on-one meetings, performance reviews, and team development sessions.
- Ensuring adequate coverage for sales offices and events.
- Monitor timesheets and ADP entries for accuracy and compliance.
- Train staff on how to access and utilize available resources effectively.
- Implement and enforce processes to minimize errors in quotes and documentation.
- Ensure accuracy and consistency in all documents, contracts, and marketing materials.
- Foster a culture of accountability and continuous improvement.
- Address performance issues promptly and constructively.
- Encourage collaboration and communication among team members and other departments.
- Ensure model homes and sales offices reflect brand standards and consistently result in rave reviews from potential customers.
- Represent the company at community events, realtor functions, and industry trade shows as a brand ambassador.

### **Working Conditions:**

- Primarily based in sales offices, model homes, and corporate office with travel to communities as required.
- Standard hours of 40-44 per week, with flexibility for weekends, events, and community launches.
- Safety gear required on active job sites.

If this sounds like you, we invite you to submit an application to our organization by emailing us at [hr@dougarryhomes.com](mailto:hr@dougarryhomes.com). At Doug Tarry Limited, we are a team, we hold each other accountable to our values. We are a forward-thinking organization that is rapidly advancing in the high-performance sustainability sector and need like minded individuals to work with our stellar team! *We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.*

