

Sr. Marketing Manager
Enfort Homes – Kirkland, WA

# We:

Love real estate and are passionate about building & developing the highest quality new construction homes in Kirkland, WA. Most Enfort Homes projects are multi-million dollar eastside homes. With a knack for design and an eye for detail, we set high standards for all our construction projects and our chosen subs. We have a tight-knit culture and we work closely as a team, maximizing each person’s areas of expertise. We are fast paced and growing quickly. We are hungry to succeed, and willing to work to make it happen. We are energetic & thrive on the fast pace of our industry.

# You:

You are a strategic, creative, and entrepreneurial marketing leader ready to take ownership of the marketing function at a luxury residential development company. You have a passion for brand building and storytelling, paired with sharp instincts for customer experience, digital marketing, and campaign execution. You’re excited about the opportunity to build a department from the ground up—laying the foundation, building processes, and eventually scaling a team. You thrive in fast-paced, high-standard environments and are confident in making things happen with little structure.

# The Job:

The Sr. Marketing Manager is responsible for developing, executing, and evolving the full scope of Enfort Homes' marketing strategy. This includes establishing foundational tools, processes, and branding systems—while simultaneously executing on high-impact campaigns that elevate visibility, attract buyers, and position Enfort Homes as a leading luxury home builder.

This role is both strategic and hands-on. You will be expected to define the big picture, but also personally execute marketing efforts ranging from digital advertising to social and video content, event planning, creative direction, and performance tracking. You will lead brand storytelling through visual assets, written content, and compelling experiences that reflect the elegance, quality, and attention to detail of every Enfort home.

More than just a marketer—you are a builder, a storyteller, and a curator of brand perception. You thrive in environments where excellence is expected, and you find energy in bringing clarity, structure, and creativity to uncharted territory. Your work will directly shape how brokers, buyers, and the community experience and talk about Enfort Homes.

In addition to brand and campaign work, this role includes marketing support for sales, development, and executive-level projects. Whether it’s preparing collateral for a high-end listing, coordinating media for a launch, or collaborating on community engagement—you are responsive, resourceful, and service-oriented in every detail.

This is a role with high visibility and long-term growth potential. As the company scales, you’ll set the standard for how the department operates, collaborates, and delivers value across the business.

Performance Expectations:

**Marketing Strategy & Department Build**

Objective: Build and lead the entire marketing function from the ground up.
Measurement:

-Develop and launch a 12-month marketing strategy within 60 days of hire
-Establish foundational marketing tools, platforms, and KPIs to measure performance
-Define department structure and propose 1–2 key hires or contractors by Q2 2026

**Brand Development & Management**

Objective: Define and elevate Enfort Homes’ brand across all touchpoints.
Measurement:

-Brand guidelines developed and adopted within 90 days
-100% of external-facing content and marketing assets align with a consistent luxury identity
-Signature photo/video content developed for 100% of completed homes

**Lead Generation & Sales Support**

Objective: Drive qualified traffic and interest in current and upcoming spec homes.
 Measurement:

-Launch targeted digital campaigns for 100% of listings within 30 days of go-live
-Provide all required collateral for sales team on time for every listing
-Support the sales team to achieve 90%+ attendance at open houses and broker events

**Digital & Social Media Strategy**

Objective: Build an engaging and professional digital presence.
 Measurement:

-Launch updated website and blog within 120 days
-Grow Instagram engagement rate by 50% and follower base by 35% in first 6 months
-Increase organic website traffic by 25% YoY

**Event Marketing & Community Engagement**

Objective: Create high-impact brand experiences through events and local activations.
 Measurement:

-Execute a minimum of 4 broker or VIP events per year
-Host or participate in 2+ community or brand awareness events annually
-Collect NPS/event feedback and maintain ≥ 90% satisfaction

# Salary & Benefits:

Salary $100,000 – $130,000 (DOE)

-Annual bonus based on personal contribution & company performance
-3 weeks PTO + 8 Federal Holidays Off
-Mileage reimbursed at IRS rate and $50/mo phone allowance
-Health & dental benefits
-401(k) with 4% company matching