**Job Description:**

**Position Title:** **Marketing and Administrative Assistant – Real Estate**  
**Location:** Westlands.  
**Reports To:** Sales Manager.

**Job Overview**

We are seeking a highly organized and creative **Marketing and Administrative Assistant** to support our real estate team. This role combines administrative duties with marketing responsibilities to enhance operational efficiency, promote listings, and ensure a seamless client experience. The ideal candidate will be detail-oriented, tech-savvy, and passionate about real estate.

**Key Responsibilities**

**Marketing Duties**

1. **Property Marketing and Promotion**
   * Develop marketing strategies to promote properties effectively through various platforms.
   * Create compelling property descriptions and ensure accurate listing details.
2. **Digital Marketing and Social Media**
   * Manage and grow the company’s presence on social media platforms .
   * Develop and post engaging content, including blogs, property updates, and success stories.
   * Analyze social media and website metrics to improve campaign effectiveness.
3. **Event Coordination**
   * Plan and execute open houses, client appreciation events, and property tours.
   * Coordinate logistics and communication for real estate expos or networking events.

**Administrative Duties**

1. **Client Relations and Support**
   * Act as the first point of contact for clients, providing exceptional service.
   * Handle inquiries, schedule property viewings, and follow up with potential leads.
2. **Documentation and Compliance**
   * Prepare and maintain contracts, agreements, and property-related documentation.
   * Ensure compliance with real estate regulations and company policies.
   * Manage and update databases for properties, clients, and transactions.
3. **Office Operations**
   * Maintain office supplies, equipment, and general organization.
   * Assist in preparing reports, presentations, and team updates.

**Key Qualifications**

**Education:**

* Diploma or Bachelor’s degree in Business Administration, Marketing, Communications, or a related field.

**Experience:**

* At least 2–3 years of experience in a similar role, preferably in real estate or property management.
* Experience in digital marketing, administrative support, or customer service is highly desirable.

**Skills and Competencies:**

* Strong organizational and time management skills, with the ability to prioritize tasks.
* Excellent written and verbal communication skills for interacting with clients and team members.
* Proficiency in MS Office Suite, Google Workspace, and CRM software.
* Familiarity with graphic design tools like Canva, Adobe Photoshop, or similar is a plus.
* Social media and content creation experience, including analytics and optimization.