



# CORDILLERA

— R A N C H —

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## Marketing & Sales Coordinator

**Cordillera Ranch Realty | Boerne, Texas**

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### About Cordillera Ranch and CR Realty

Located in the heart of the Texas Hill Country, Cordillera Ranch is a premier master-planned community known for its natural beauty, luxury homes, and exceptional lifestyle amenities including private clubs, championship golf, and outdoor recreation.

CR Realty serves as the exclusive on-site brokerage for Cordillera Ranch, connecting buyers and sellers with premier homes and homesites while helping clients experience the unmatched lifestyle the community has to offer.

### Why You Should Work Here

At Cordillera Ranch and CR Realty, you'll have the opportunity to work in one of the most beautiful and respected communities in the Texas Hill Country. Our team is passionate about delivering exceptional experiences to residents, members, and clients while

representing a community known for its luxury lifestyle, natural beauty, and world-class amenities.

We foster a collaborative, professional environment where team members are encouraged to grow, contribute ideas, and take pride in their work. If you enjoy working with people, value high standards of service, and want to be part of a dynamic team representing one of Texas' premier communities, Cordillera Ranch and CR Realty offer a unique and rewarding place to build your career.

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## Position Overview

Cordillera Ranch Realty is seeking a highly organized, professional, and detail-oriented **Marketing & Sales Coordinator** to support daily operations at our Visitor Center and Sales Office. This role serves as the first point of contact for prospective buyers, residents, and business partners while also supporting marketing initiatives, MLS listings, contract processing, and closing procedures. The ideal candidate is proactive, polished, and thrives in a fast-paced real estate environment.

This position plays a vital role in delivering an exceptional client experience. Responsibilities include greeting walk-in prospects, coordinating with sales agents, managing phone inquiries, maintaining presentation standards throughout the office, and ensuring all visitor-facing materials and amenities are fully stocked and organized. The coordinator helps ensure smooth day-to-day operations while upholding the high standards of the Cordillera Ranch brand.

In addition to front-facing responsibilities, this role supports marketing and transaction processes including social media management, email campaigns, MLS listing input and updates, HubSpot CRM management, contract entry, closing documentation, magazine distribution, and Preferred Builder event coordination. The ideal candidate combines strong administrative skills with creativity, technical proficiency, and the ability to manage multiple projects with accuracy and discretion.

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# Key Responsibilities

## Front Office & Visitor Center Operations

1. Serve as the primary front desk contact: welcome walk-in prospects, manage incoming phone calls, and coordinate with sales agents
2. Maintain daily Visitor Center operations and ensure presentation standards are consistently upheld
3. Ensure all visitor-facing materials, amenities, and office spaces are fully stocked, organized, and professionally presented
4. Provide exceptional customer service that reflects the luxury brand of Cordillera Ranch

## Marketing & Social Media Management

1. Create, schedule, and post engaging content across social media platforms (Instagram, Facebook, YouTube) with consistency and quality
2. Proactively coordinate with sales agents to schedule video content for new listings
3. Source and develop fresh, creative social media content to maintain audience engagement
4. Coordinate video editing and content production using tools such as CapCut or similar platforms
5. Manage email marketing campaigns (eblasts) and distribution lists
6. Coordinate Preferred Builder event communications and promotional materials
7. Oversee magazine distribution and manage export lists for marketing publications

## CRM & Database Management

1. Maintain and update CRM with accuracy and attention to detail
2. Monitor new lead intake and ensure thorough vetting to avoid duplicate entries (e.g., checking for spouse records)
3. Continuously clean up and maintain database integrity by removing bad or uncontactable leads
4. Stay current on our CRM's product rollouts and explore AI tools to enhance agent productivity

## **MLS Listings & Transaction Support**

1. Input and manage MLS listings
2. Update listing statuses and ensure all information remains accurate across platforms
3. Process contracts and transaction documentation in the CRM
4. Prepare contract action sheets and coordinate closing updates
5. Communicate effectively with sales agents, title companies, and internal teams throughout the transaction process
6. Maintain accurate data entry for lot and home sales reports with minimal to no errors
7. Manage document filing, reporting, and administrative support for closings

## **Quality Control & Brand Standards**

1. Review all marketing materials (maps, copy, listings) with a critical eye for detail and brand consistency
2. Ensure accuracy and professionalism in all client-facing communications
3. Support special projects (e.g., Preferred Builder Tours, Christmas cards, etc.)

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## **Required Qualifications**

1. 2+ years of administrative, marketing, or real estate support experience preferred
2. Strong proficiency in Microsoft Office Suite (Excel required for reporting and data management)
3. Experience with CRM systems (HubSpot strongly preferred)
4. Familiarity with MLS platforms and real estate transaction processes
5. Demonstrated experience managing social media platforms (Instagram, Facebook, YouTube) and basic video editing tools (e.g., CapCut or similar)
6. Exceptional organizational skills with high attention to detail and accuracy
7. Professional communication skills across all formats (in-person, phone, and email)

8. Ability to handle confidential information with discretion and integrity
  9. Self-starter with strong time management and multitasking abilities in a fast-paced environment
  10. Punctual, reliable, and always maintains a professional demeanor
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## Ideal Candidate Qualities

We are looking for someone who embodies the following attributes:

1. **Proactive and Solutions-Oriented:** Takes initiative to identify opportunities for improvement and suggests creative alternatives to existing processes
  2. **Detail-Obsessed:** Has a critical eye for accuracy in all work--- from data entry to marketing materials to transaction documentation
  3. **Team Player:** Works collaboratively with sales agents, management, and external partners with a positive and professional attitude
  4. **Growth-Minded:** Welcomes feedback, continuously seeks to improve skills, and embraces new challenges and learning opportunities
  5. **Brand Ambassador:** Understands and upholds the luxury standards and messaging of the Cordillera Ranch brand in all interactions and deliverables
  6. **Tech-Savvy:** Comfortable learning new platforms and exploring innovative tools (such as AI integrations) to enhance efficiency
  7. **Communicative:** Confident in sharing ideas and speaking up, even when opinions may differ from the status quo
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## Compensation & Benefits

1. Competitive base salary commensurate with experience
  2. Performance-based bonus opportunities
  3. Professional development and growth opportunities
  4. Work in a beautiful, dynamic environment with a supportive team culture
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## How to Apply

If you are an organized, detail-oriented professional with a passion for marketing, real estate, and delivering exceptional client experiences, we'd love to hear from you. Please submit your resume and a brief cover letter describing why you would be a great fit for this role to Gary Short at [Gshort@cordilleraranch.com](mailto:Gshort@cordilleraranch.com).

**Cordillera Ranch Realty is an equal opportunity employer.**

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*This position offers a unique opportunity to grow your career while contributing to one of the Texas Hill Country's most prestigious communities. Join a team that values excellence, collaboration, and innovation.*