Part-Time Marketing & Content Coordinator

Position: Part-Time
Schedule: Flexible part-time hours; schedule to be determined
Location: Houston, Texas, with travel to active project sites as needed
Company: On Point Custom Homes

Position Summary

On Point Custom Homes is seeking a creative, organized Part-Time Marketing & Content Coordinator to help tell the story of our homes, projects, and team. This role will capture and create engaging marketing content, maintain an organized library of photos and videos, and coordinate branded marketing items and client gifts.

The ideal candidate has a strong eye for design and detail, enjoys creating photo and video content, and can work comfortably in both an office and active construction-site environment.

Key Responsibilities

- Photograph and film progress at active custom home projects, including key construction milestones, design details, and finished spaces.
- Create short-form video content, including project updates, behind-the-scenes footage, and talking-head videos with team members.
- Edit photos and videos for use on social media, the company website, email campaigns, and other marketing materials.
- Help plan and maintain a content calendar for the company's marketing channels.
- Draft captions and basic copy that reflect the company's voice, quality, and design style.
- Prepare and publish approved content across social media platforms.
- Organize and maintain a digital library of project photography, video clips, graphics, and other marketing assets.

- Coordinate with team members to identify upcoming projects, milestones, design features, and company news that may be relevant for marketing.
- Support the creation of project spotlights, client stories, company updates, and other marketing campaigns.
- Coordinate branded swag and marketing items, including maintaining an organized inventory and arranging orders as needed.
- Follow brand guidelines and obtain appropriate approval before publishing content or ordering branded items and gifts.

Qualifications

- Experience creating social media, photography, or video content for a business or brand.
- Comfortable taking and editing photos and videos using a smartphone or camera.
- Familiarity with social media platforms and common content-creation tools.
- Strong writing, organization, and communication skills.
- Good visual judgment and attention to detail.
- Able to travel to local job sites and follow site safety requirements.
- Experience in homebuilding, construction, architecture, interior design, or real estate is a plus.

What Success Looks Like

- Consistent, polished content that reflects the quality and character of On Point Custom Homes.
- A well-organized, current library of photos and videos for completed and active projects.
- Timely coverage of project milestones and marketing opportunities.

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- Well-coordinated branded items and client gifts that reflect the company's style and attention to detail.
- Reliable coordination with the team to plan and publish approved content.

onpointcustomhomes.com
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