



Marketing Specialist – New Heritage Group

Company Overview

New Heritage Group is a private equity company redefining what it means to build wealth through purpose and stewardship. Through our lending, multifamily, and hospitality divisions, we unite capital and calling — delivering clarity, community, and Christ-centered alignment to every investor and partner we serve.

Position Summary

The Marketing Specialist will be responsible for creating and maintaining social media content, newsletters, ad campaigns, and web design. This is a visionary role driven by relationships and creativity. This position focuses on community engagement and appealing to potential loan candidates. Ideal Marketing Specialists are adaptable and responsible, driven toward excellence in all of their endeavors.

Key Responsibilities

1. Brand & Content Development

- Build and maintain the content calendar for NHG and its subsidiaries — covering social media, email campaigns, newsletters, and website updates.
- Craft compelling stories that reflect our mission, our investments, and the lives we impact.
- Create brand materials, including digital ads, pitch decks, one-pagers, and videos.
- Ensure all messaging reflects NHG's tone of stewardship, excellence, and innovation.

2. Digital marketing & Lead Generation

- Launch and manage paid ad campaigns that drive top-of-funnel leads for both borrowers and investors.
- Support SEO, website optimization, and marketing automation.
- Explore new channels and tools to identify untapped growth opportunities.

3. Private Lending & Borrower Outreach

- Design and run borrower-focused campaigns for **New Heritage Capital**, highlighting speed, reliability, and relationship-driven lending.
- Develop loan program guides, email drip sequences, and testimonial spotlights that convert inquiries into funded loans.
- Collaborate with the lending team to ensure seamless lead handoffs.



4. Investor Awareness & Platform Exposure

- Support top-of-funnel campaigns to increase visibility for all NHG divisions.
- Craft monthly communications, updates, and educational content that position NHG as a trusted and transparent platform.
- Manage photo, video, and media efforts that elevate NHG's brand story.

5. Performance & Systems

- Track, analyze, and report campaign and lead generation performance.
- Evaluate marketing tools, platforms, and vendors to improve efficiency and ROI.

Daily Activities & Expectations

- Create and schedule social media and email content across all NHG divisions.
- Manage and optimize borrower and investor lead generation campaigns.
- Track marketing performance metrics and report results to leadership.
- Maintain brand consistency and update marketing materials as needed.

Requirements

- Bachelor's degree in Marketing, Communications, Business, or related field
- 2+ years of experience in marketing, preferably in real estate, lending, or finance
- Experience managing digital campaigns and content strategy
- Strong creative and strategic thinking abilities
- Comfort working in a high-growth, early-stage environment

Compensation

- Compensation will be commensurate with experience and skill set.
- Base salary with potential performance-based incentives.
- Opportunity to advance into leadership roles as NHG scales
- Room for professional growth in a fast-paced, purpose-driven environment.

Ideal Candidate

You're a builder at heart — someone who thrives on taking initiative, wearing multiple hats, and turning vision into measurable growth. You combine creative storytelling with data-driven execution, balancing the art and science of marketing.

You're comfortable shifting gears between writing copy, designing content in Canva, running ad campaigns, and analyzing leads in HubSpot. You're hungry to learn, unafraid to experiment, and deeply motivated by NHG's purpose: to create generational impact through real estate rooted in faith and stewardship.