**Cat 08 – Marketing Professional of the Year**

Marketing Director is responsible for creating, developing, overseeing, coordinating and managing marketing activities for new home communities. Responsibilities include hiring, training and supervising marketing team toward creating and maintaining campaigns that target audiences that result in sales of builder communities all within manageable budgets.

Entries will be judged on the candidate’s positive aspects and measurable work performance for the period of January 1, 2021 and December 31, 2021

**Open to self-nomination or nomination by one’s peers or supervisors**

**Category 8 requires a 15-minute personal interview on March 3**

* Interviews will be held at HBACA Offices.
* Candidates will be contacted with a specific interview time

Please complete all fields as applicable to your entry submission

This information will be used for finalists/winners credits and for awards engraving.

|  |  |
| --- | --- |
| Entry Number  Example: 01-1234 |  |
|  |  |
| Candidate Name(s) |  |
| Company Name |  |
| Candidate Title/Position |  |
| Candidate Email(s) |  |
| Candidate Phone (very important) |  |
|  |  |
| Net Number of Homes Sold  During the sale period |  |
| Estimated Number of Homes Built This Year by Entrant’s Division |  |
| Number of Employees Directed |  |
| Number of Communities (Tracts) |  |
| Number of Future Projects |  |
| Number of Counties Managed |  |
| County/Counties of Operation |  |

ENTRANT STATEMENT

In 300 words or less, provide a statement explaining and addressing any accomplishments, innovations or items of merit you wish the judges to be made aware of in the following categories:

* Market research
* Product development
* Model complex