



Marketing Manager

Detailed Job Description

Reports to: President of Operations

Exempt

The Position

The Marketing Manager will act as a liaison between the Corporate Office, Regional Management and Apartment Community Teams to develop and execute strategic and tactical marketing plans and implements advertising, pricing, and other campaigns that drive traffic and occupancy to achieve optimum leasing and financial performance in line with Company's business development plans.

What You'll Do

- Focus on increasing occupancy and revenue by providing support, guidance and direction to a portfolio of multifamily assets through the development and implementation of strategic marketing programs.
- Understand and correctly articulate search engine optimization and search marketing goals for individual assets to regional and on-site team members.
- Research and build community marketing plans for existing and potential new business that attracts the identified target audience and strategically addresses business objectives.
- Create and maintain marketing budgets for individual communities.
- Assist in the development of corporate marketing materials.
- Regularly communicate with ownership groups, asset managers, and regional executive team members regarding marketing performance of any particular asset and / or overall portfolio.
- Manage and help complete marketing assignments for community management transitions.
- Develop community and corporate brand style guides and ensure they are published, utilized, and followed on all media channels and communication pieces.
- Manage software integrations with internal and external parties to ensure dynamic pricing and availability is listed at all times on community websites and ILS'.
- Ensure community photos and videos are of good quality, modern, optimized and published on the correct channels.
- Monitor reputation management for each community and assist team members with strategies to improve while overseeing review responses.
- Implement and manage lead tracking and lead management while continually analyzing reporting and making necessary recommendations.
- Train and manage on-site teams to utilize lead management, iPad leasing programs, and other marketing software correctly and efficiently.
- Review Google Analytics to examine and analyze website performance on a weekly basis.
- Develop, implement, and oversee social media content and strategies including set-up, optimization, paid and promoted campaigns, contests, and / or contracted agency strategies.
- Assist site teams in developing and implementing outreach and direct marketing programs to corporate and local businesses.



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- Collaborate with on-site associates to evolve innovative strategies based on market conditions and property data that will directly impact leasing velocity.
- Oversee and provide training to local and regional teams to reinforce roll-outs and company best practices.
- Conduct regular site visits to ensure that the property has proper curb appeal, appropriate signage, models are clean and set up accurately, and all marketing opportunities are leveraged.
- Regularly review and understand the market landscape to stay abreast of competitor strengths, weaknesses, and marketing initiatives.
- Continually research and make recommendations on new opportunities and marketing channels in the local market.
- Attend company meetings and industry education conferences. – Locally

Job Requirements

- Minimum of 3 years of marketing experience; prefer experience in multifamily property management.
- BA / BS degree strongly preferred.
- Excellent written, verbal and customer service skills. Ability to persuasively express ideas and opinions to individuals and groups.
- Ability and willingness to travel on occasion
- Analytical skills with previous experience developing strategic marketing plans.
- Proven track record of achieving marketing goals and demonstrating results from previous positions.
- Proven track record in establishing and maintaining strong relationships with management team.
- Strong leadership and interpersonal skills, including the ability to work with senior executives and in teams.
- Understanding the organization's goals and objectives.
- Proficiency in Microsoft PowerPoint, Internet Software; Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat); Spreadsheet Software (Excel); Word Processing Software (Word); and Electronic Mail Software (Outlook).
- Graphic design capabilities including the ability to create artwork for banners, brochures and signage according to community specific brand guidelines and marketing plan.