

Summary

The Marketing Associate supports brokerage team members in achieving their goals by providing a wide variety of both creative and marketing services. The tasks required of this position will require creativity, flexibility, excellent organization, and attention to detail.

Essential duties and responsibilities

Marketing Associate Duties:

- Attend meetings, calls, and trainings as required on the property and brand level.
- Assist with building an engaging brand presence by creating, posting, and executing content across all channels. Foster 2-way conversation with users on Facebook, Instagram, LinkedIn, Twitter, and more
- Design and create marketing pieces, including but not limited to, print ads, digital media, e-blasts, newsletters, and marketing pieces. Preferred design level: intermediate
- Assist with coordination of all brand and property level photo, video, virtual tours, and location shoots
- Prepare client presentation packages
- Prepare market demographic reports
- Update and maintain information on company website
- Edit existing marketing templates and materials to comply with company brand strategy
- Maintain marketing library by checking and replenishing inventory
- Property Marketing:
 - Photograph properties as needed (digital and 360 video)
 - Create and update property listing brochures
 - Create and update property videos
 - Create and send property email blasts
 - Online marketing for properties (CoStar, CREXi, Catylist, company website)
 - Maintain and update property reference manual
 - Coordinate listing signage and approve vendor invoices
- Provide phone coverage for receptionist's breaks

Qualifications/Experience

An individual must be able to perform each essential duty to perform this job successfully. Candidates must possess a minimum of three years of experience, preferably in commercial real estate or a related professional services industry with previous experience in digital marketing, brand and message marketing, market research, and graphic design. Must be proficient in Adobe Photoshop and InDesign, and be knowledgeable in Adobe Illustrator, Adobe Acrobat Pro, and Microsoft Office. Experience with Adobe Premiere Pro, Adobe After Effects, Regis, ArcGIS, or Salesforce a plus. Must be self-motivated, extremely organized, and possess the ability to manage time and priorities effectively and efficiently. Must be an independent thinker with the ability to multi-task. Excellent communication skills, both written and verbal, are required.