

JOB DESCRIPTION

Lorig Management Services, LLC

Job Title: Marketing Director
Department: Property Management
Accountability: Barry Blanton, Principal
Position: Full-Time, Monday - Friday
Dated: January 7th, 2010

Summary:

To develop marketing programs for both Lorig development and management divisions, specifically ensuring new and existing properties are marketed effectively and occupancy levels remain high, as well as, cultivating corporate business development strategies, supportive marketing materials, and preparing proposals.

Core Competencies:

- Ability to enjoy work and have a sense of humor when under pressure
- Excellent communication skills, written and verbal
- Creative problem solver
- Ability to be a self starter
- Professional writing skills
- Ability to positively manage others and generate enthusiasm
- Always presents a professional demeanor
- Ability to adapt
- Ability to take initiative
- Multi-task in fast paced environment with distractions
- Fast learner
- Comfortable with public speaking and presentations

Essential Functions:

- Prepare accurate reporting and communication tools
- Ability to prioritize workload and meet deadlines
- Promote and grow Lorig brand and property brands
- Proficient in MS Word, Excel, Power Point, Adobe InDesign and Photoshop.
- Mastery of social media and tracking tools i.e. Google Analytics
- Ability to identify potential problems, analyze and recommend action items
- Participation with local industry associations, i.e. IREM, ULI, AMA
- Communicate and work with Property Managers and Building/Resident Managers
- Follow up with potential business opportunities in a timely manner i.e. proposals, power point presentations, marketing materials and presentations.

Job Duties:

- Plan, develop, implement and evaluate marketing activities, policies and programs in cooperation with Lorig's Ownership and Executive Team, Portfolio Managers and clients.
- Develop budgets for marketing initiatives
- Lead corporate and property level advertising, branding and public relations.
- Work with selected design firms, PR firms and other external vendors to establish and implement a marketing program for all new properties to be turned over to Lorig Management.
- Responsible for copy writing i.e. website content, marketing materials, proposals, case studies, press releases, etc.
- Determine and administer methods to measure the quality of existing marketing methods and its effectiveness, making recommendations for modifications.
- Shared responsibility for maintaining high occupancy levels at all Lorig properties
- Lead and utilize internal team of marketing and leasing staff.
- Develop and administer marketing and leasing training. (Lorig University)
- Collaborate with executive staff on new business opportunities, including presenting Lorig's services to potential clients.
- Assist with new business development, crafting marketing messaging for proposals and updating corporate capabilities material for Lorig's development and management divisions.
- Assist with special projects as requested such as model units, website development, social media, grand openings and tradeshow.
- Manage and maintain corporate website content
- Craft and distribute corporate company newsletter

Experience and Characteristics Description:

- BA in Marketing or related field required
- 3+ years experience in marketing required
- Property Management/Development experience a plus
- Strong organizational skills
- An assertive, energetic leader with a willingness to collaborate and learn