

Real Estate Marketing Director

Who We Are:

Three Sixty Real Estate Solutions is a remarkable fully vested full-service residential, retail and commercial development and leasing company. Our success comes from years of successfully planning, acquiring, re-developing and managing commercial and residential real estate property. We bring significant value to property owners, residents, businesses, communities and employees. Our vision is to serve our customers to the highest industry standard and provide quality outcomes for all our partners.

Position Description:

The Marketing Director will design and implement the marketing and brand initiatives for Three Sixty Real Estate Solutions. The Marketing Director oversees the development and delivery of a fully integrated marketing and brand strategy for all asset classes.

Major Area of Responsibility

The position will be directly responsible for developing and implementing strategic marketing plans for all asset classes to meet financial goals and objectives by increasing revenues and decreasing expenses in all real estate operations of the company.

Primary Objectives

This position will:

- Serve as internal support to all teams within Three Sixty, including leasing, acquisitions, development, property management, human resources, etc...
- Develop brand positioning recommendations, guide market research analysis and define brand elements and tone
- Oversee market research and adjust marketing strategies to meet changing market conditions
- Utilize creative and unique marketing strategies with specific “guerilla marketing” techniques to position Three Sixty as a preferred real estate company for housing and development.
- Recommend brand awareness activities
- Develop new and exciting promotions to increase Three Sixty’s exposure to potential clients
- Plan and direct advertising and promotional activities for print, online, electronic media and direct mail
- Establish and maintain relationships with industry influencers and key strategic partners
- Be responsible for the implementation of marketing and advertising efforts in all areas
- Direct creative functions so that the environment, culture, teams, capabilities, tools, processes, expectations, work style and other elements support Three Sixty’s brand and strategy
- Actively market our charitable contributions and event sponsorships to leverage our corporate goodwill within the communities we are active in
- Conduct showings of vacant apartments and commercial properties as needed for support as well as to better understand the market demands
- Any other items necessary as assigned by leadership team or direct supervisor

Required Knowledge, Skills and Abilities

- Demonstrate excellent professional written and oral communication skills
- Excellent and professional understanding of integrated marketing campaign strategies and tactics
- Must be versatile, flexible and willing to work in a fast-paced environment with enthusiasm and high energy
- Demonstrate a high degree of analytical and problem solving abilities
- Experience in construction, maintenance, and/or property management is preferred
- Demonstrate a high degree of motivation; be performance and results oriented
- A proven ability to work independently and be a self-starter
- Exercise reasonable judgment to make decisions that benefit the residents, property owners and fellow employees.
- Ability to successfully, positively and pro-actively manage our critical relationships with customers, service providers and fellow employees
- Demonstrated ability to meet self-initiated and supervisor directed deadlines

Education and Experience

- 4 year Marketing (or related field) degree
- Minimum of three (3) years of marketing, sales, customer service or property management experience preferred

Physical Demands

- Must be able to lift 75 pounds
- Must be able to see and hear to effectively carry out duties

Work Environment

- Will treat all customers, fellow team members, and service providers with respect, dignity and candor.
- Will work with intensity and diligence on all tasks while following all policies, recommendations and guidelines.
- Shall be prompt in responding to all communications.

** The above is a general outline and is intended to highlight specific responsibilities of the employee. This list is not intended to be inclusive of all tasks or duty of the employee. The employee may be requested to perform reasonable tasks not indicated in this description but relative to the successful operations of the properties. This is a working position, that is, the successful candidate will be performing all of the above described tasks and not outsourcing or contracting to get the work done.

Compensation and Reviews:

- 1) Annual Compensation shall be \$_____ plus benefits.
- 2) Performance reviews will take place at 90 days and annually thereafter as well as at the direction of the Leadership Team.
- 3) The position is qualified to receive performance bonuses after six months of continuous employment.
- 4) A company phone is provided.
- 5) A company computer is provided.

Signed Marketing Director Date

Signed Three Sixty Real Estate Solutions, LLC Date
Director of Operations

Disclaimer:

This document is not intended to be all inclusive of the work that needs to be completed with this position. In the event that items were omitted, mistakenly added or left out of this document, Three Sixty reserves the right to edit and make changes to this document at any time for any reason at the full discretion of Three Sixty.