



Marketing Director

Job Description

Who are we?

Red Propeller is a real estate consulting, marketing and communications firm that provides strategic research and marketing services for multi-family and vacation real estate development clients throughout the United States and Mexico. We provide strategic marketing services to organizations that need and want to tell their story in a way that creates momentum.

We take our work seriously, but if it's not fun why do it? We put in long days and some late nights. We like to do great work for our clients. We laugh a lot. Our office is casual and fast-paced, and our small team enjoys collaborating to generate big ideas. We are really good at singing happy birthday very badly.

Who are you?

Smart, hard working, creative, free thinking and a diligent task-master. Someone who plays well with others. A supremely talented multi-tasker. Someone who can juggle chainsaws while tap dancing and singing show tunes. You have 7+ years of marketing experience and are strategic, clever and smart. In an ideal world, you will have related real estate development industry experience.

Here a description of what you will be doing (full disclosure – there's a good chance we missed a few things):

Responsibilities

Marketing Strategy + Execution

- Develop and manage marketing plans and strategies for multiple projects simultaneously, understanding that not all projects will be located in the Seattle area. Lead the development of strategic marketing and traffic driving plans for residential real estate developments (apartments, condominiums, single-family homes, resort homes), including detailed budgets and timelines. Develop associated creative campaigns with language and tactics to support the campaign. Direct and implement marketing plans and tactics, managing and providing vision for partner service providers (i.e. graphic design, web development, photography/videography). Manage expenses for advertising and creative services within project budget guidelines.
- Monitor campaign effectiveness, tracking performance, and establishing campaign reporting.
- Serve as Creative Director, leading all creative development efforts.
- Direct graphic design and copywriting partners in the development of all marketing tools and content including but not limited to: campaigns, websites, collateral, signage, social media, grassroots efforts, etc.

Brand Development

- Translate project positioning strategies into meaningful names and brands for new residential communities.
- Create brand stories and integration strategies for residential developments and lead idea generation for weaving the brand stories into the buildings and homes.
- Direct comprehensive visual brand development with selected graphic design partners.

Project Management

- Manage the full life cycle of project marketing (from strategy through execution and reporting) for a portfolio of projects and clients.
- Manage timelines and budgets, ensuring client expectations are met or exceeded.
- Procure, hire and manage third party service providers to meet the specific and unique needs of the project and its associated creative campaign.
- Manage and direct partner agencies to support marketing strategies and to develop tools in accordance with stated timelines and budgets.
- Coordinate with varied stakeholders on projects to secure approvals and buy-in.
- Measure and track effectiveness of campaigns; adjust as necessary.

Client Relationship Management

- Pitch and sell services to clients.
- Manage all project communication with clients, proactively engaging and providing consistent updates and information.
- Manage multiple clients and projects simultaneously.
- Manage and monitor the development of project and campaign reports for the client, deliver and explain reports.

Requirements

- 7+ years in marketing or communications management role. Strong preference for a candidate with a strong understanding of the residential real estate development industry.
- Creative and entrepreneurial.
- Excellent creative writing and communication skills.
- Strong project and client management capabilities.
- Excellent client presentation skills.
- Experience working with multiple clients, managing relationships and overall communication.
- Proven track record of success in a very high-activity, fast-paced environment.
- Professional and able to work well with a wide variety of people.
- Experience creating, executing and managing marketing programs and campaigns across varied channels and target audiences.
- Highly organized, self-motivated and proactive, with the ability to work on multiple tasks simultaneously, both individually and with teams.
- Sales-focused with a clear understanding of how to drive results through effective marketing campaigns and programs.
- Ability to manage external partner relationships and performance.

Please submit your application to: Office@TeamRedPropeller.com