

Marketing Manager

Job Description

Who are we?

Red Propeller provides strategic research, branding, and marketing services for multi-family and vacation property real estate development and municipal clients throughout the United States.

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, hardworking, 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 think Excel is cool, schedules are exciting, budgets important, and love to think outside the box when it comes to creative deliverables.

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

Responsibilities

Marketing Tactics Implementation Management

- Translate a marketing strategy and campaign into a tactical implementation plan
- Manage the comprehensive implementation of those plans, including management of detailed budgets and timelines
- Implement specific advertising calendars and buys
- Manage expenses for advertising and creative services within project budget guidelines
- Manage vendor/partner service providers from concept to completion with minimal supervision
- Lead event marketing efforts, including:
 - assisting in event concepting
 - developing outreach strategies
 - implementing marketing tactics to ensure events are well attended
 - ensuring events are well documented for future promotion
- Manage and grow social media channels using paid and organic strategies, specifically Facebook, Instagram, Pinterest, and Snapchat
- Create and deploy periodicals and email marketing campaigns

Creative Development

- Support the development of creative brands and campaigns with direction from project lead
- Working with design partners, develop and implement:
 - Visual brand creation
 - Marketing tools: copy decks, websites, sales centers, digital and print collateral, and signage

- Campaign tactics: advertising, direct marketing, events, social media, grassroots engagement

Project Management

- Assume responsibility for managing and tracking a project's timeline and milestones from start to finish, coordinating all efforts with relevant team members and third party service providers
- Manage and direct partner agencies to support marketing strategies and to develop tools in accordance with stated timelines and budgets
- Coordinate with varied internal and external stakeholders on projects to secure approvals and buy-in
- Measure and track effectiveness of campaigns
- Lead the effort to develop project and campaign reports for clients

Requirements

- 5+ years in marketing or communications management role. Strong preference for a candidate with an understanding of residential real estate marketing and/or resort marketing.
- Creative and entrepreneurial
- Effective written and oral communication skills
- Strong project and client management capabilities
- Experience working with multiple clients, managing relationships, and overall communication
- Proven track record of success in a 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
- Ability to manage external partner relationships and performance
- Flexibility to work evening and weekend hours on an as needed basis

Please submit your application to: Office@TeamRedPropeller.com