



## Marketing Performance Specialist & Portfolio Support

Location: Remote (U.S. based)

Schedule: Full-time (40 hrs/week)

### Who We Are

Red Propeller is a real estate consulting, marketing, and communications firm that provides research, product strategy, and marketing services for residential real estate developers, owners and operators across North America. We build brands that move people—literally—and help our clients lease up, sell out, and stand out.

We're a team that takes our work seriously but never ourselves. We thrive on clarity, curiosity, and the occasional meme. We collaborate fast, pivot faster, and genuinely love doing creative, high-impact work that helps our clients grow. Also, our Slack birthday energy is strong, and our happy hour recaps might include GIFs and conversion rates.

### Who You Are

You're organized, creative, resourceful, and a genuinely kind human who loves to get things done. You're the person who always knows the next deadline and already has the deck, link, or answer prepped. You're curious about marketing strategy and real estate, but also confident jumping in on vendor follow-up, client edits, and content tweaks.

This is a newly created role, and you'll help shape how it runs. If you like building systems, taking on new challenges, and collaborating with a smart, fun team—you'll fit right in.

### What You'll Be Doing

#### Project Management

- Track tasks, deadlines, and deliverables across 6–8 active client communities
- Coordinate with external vendors (creative agencies, signage teams, digital partners)
- Maintain internal systems (Monday.com, shared folders, task boards)
- Support the Division Lead with meeting prep, recaps, and file management
- Make sure nothing slips through the cracks—we love a well-maintained checklist

#### Marketing Assessments

- Review and interpret data across social, digital, email, and web platforms
- Be familiar with multifamily marketing KPIs (Lead to Lease, Tour to Lease, Absorption Rate, Occupancy vs. Leased Rate)
- Apply best practices when evaluating paid social, SEM, and SEO campaigns
- Spot issues or areas for improvement and flag them clearly

#### Creative Direction

- Translate brand tone and messaging into actionable feedback for creative partners
- Review and refine marketing assets (ads, banners, signage, flyers, etc.)



- Assist with light content support—drafting headlines, flyer copy, or social post suggestions
- Ensure creative aligns with campaign goals and resonates with target audiences
- Maintain brand consistency across multiple channels and community identities

#### Marketing Analytics

- Read and interpret performance reports (GA4 and similar tools)
- Monitor ad campaign metrics and social media insights
- Maintain dashboards or reporting docs for internal and client use
- Spot trends, changes, or gaps in performance and surface them clearly

#### Requirements

- 3+ years of experience in marketing coordination, campaign execution, or digital reporting—ideally in an agency, real estate, or consulting setting
- Strong understanding of marketing performance metrics (CTR, CPC, conversions, GA4, Meta Ads Manager, Google Ads)
- Comfortable using tools like Power BI, Monday.com, Google Workspace, Canva, and Microsoft Office Suite to manage projects, dashboards, and content
- Familiarity with multifamily housing, leasing, or residential development marketing is a big plus
- Confident reviewing creative assets and giving clear, constructive feedback
- Strong written and verbal communication skills—you can explain performance data and creative direction clearly
- Highly organized, detail-oriented, and capable of juggling multiple timelines
- Strong sense of ownership—comfortable taking initiative and following through without being micromanaged

#### To Apply

We'd love to hear what makes you a great fit—whether it's your background, your eye for detail, your spreadsheet skills, or your passion for marketing that actually works.

Send your resume and a thoughtful cover letter to: [office@TeamRedPropeller.com](mailto:office@TeamRedPropeller.com)

*Please don't call the office—we're probably deep in a creative brief or fine-tuning a dashboard.*