



Job Title: Marketing Manager

Location: Hybrid, Corporate Office, Norwood, MA 02062

Hours: Full-time

Job Description:

HallKeen seeks an experienced Marketing Manager with affordable property management experience. This exciting role will help support the Marketing Department in executing marketing efforts across HallKeen's multifamily portfolio. Working for HallKeen means joining a dynamic real estate and property management organization, dedicated to encouraging and fostering an entrepreneurial spirit in our staff. HallKeen has 300+ employees dedicated to providing quality housing in both residential and assisted living.

Related Duties and Responsibilities:

- Develop & execute marketing and advertising strategies for multi-family communities.
- Maintain in-depth knowledge of all aspects of the leasing process including traffic, phone and sales techniques, conversions, objections and pricing.
- Offer support to Regionals and on-site staff to assist with overcoming occupancy challenges.
- Identify marketing and advertising opportunities and offer suggestions in regards to pricing and promotions.
- Review and analyze various OneSite reports including, but not limited to leasing consultant conversion rates, move-in reports, traffic reports, move-out reports, BoxScores, etc.
- Prepare weekly occupancy analysis reports and present findings.
- Assist Director of Marketing with Lease-Up and lottery efforts.
- Conduct on-site property visits as needed. Travel requirement 25%
- Oversee the development, distribution and data collection of resident, former resident and prospect surveys.
- Assist Marketing Specialist with development and maintenance of new and existing property websites.
- Oversee the development or redevelopment of property logos, branding and marketing collateral.
- Coordinate photography, video and 3D tours of properties.
- Oversee the development & installation of property signage.
- Conduct and/or review market surveys for properties to analyze market rents and future rents.
- Assist with development and execution of new marketing policies.
- Assist with property transitions including the onboarding of new properties.
- Support Director of Marketing with new business requests including proposals, market surveys and proposed rents.
- Assists with implementation of RealPage products (Knock, Online Leasing, Document Management, etc.)
- Understands and complies with Fair Housing laws and standards pertaining to marketing of properties.

Requirements:

- Bachelor's Degree or five years of relevant work experience
- Working knowledge of property management and affordable housing operations including marketing, digital design and implementation.
- Excellent verbal and written communication skills
- Experience with Adobe Creative Suite, OneSite and website CRM a plus.

Benefits:

Full time position offers a competitive benefit program to include Medical, Dental, Vision, Health FSA, Dependent Care FSA, Short-Term Disability, Long Term Disability, Life Insurance, Home and Auto Discount program, Vendor Discount Program, 401(k) with matching contribution, Accrued Vacation, Sick, and Personal time and Paid Holiday Benefit.

If you are interested in applying or know someone to refer for the position please fax or e-mail resume to Alicia Pollard at 781-915-3028 or apollard@hallkeen.com