



**Job Title: Marketing Specialist**

**Location: Hybrid, Corporate Office- Norwood, MA 02062**

**Hours: Full-Time**

**Job Description:**

HallKeen Management's corporate office in Norwood, MA is seeking a professional, creative, result oriented individual to join the marketing team. This is an exciting opportunity to work with an award-winning property management company!

This hybrid marketing role will include assisting the corporate marketing team, in addition to supporting HallKeen communities with all on-site marketing and leasing efforts, including conducting tours, and preparing LIHTC applicant files. Local and out-of-state travel will be required.

This role requires a keen understanding of marketing and advertising, including reputation management, and specific knowledge of how social media can be used to drive better customer engagement.

**Responsibilities** (include but are not limited to):

- Execute graphic design projects such as flyers, invitations, collateral, digital graphics, logos, company newsletter, promotional signage and more
- Execute on-site marketing activities to create and drive traffic to the community. Assist with leasing activities on an as-needed basis to achieve occupancy goals.
- Update and troubleshoot corporate and community websites or work with web developer to do so
- Manage all social media channels for the HallKeen communities and corporate brand
- Assist in monitoring company's presence in social media, local and industry media
- Generate and publish monthly, weekly and daily social media content
- Engage & moderate all user-generated social media content
- Support Marketing Manager with training on-site team members on social media etiquette and best practices.
- Plan and manage promotional email marketing for the company and/or the properties
- Manage online advertising on various internet listing sites including Google, Facebook, Apartments.com, Zillow, and other ILS websites.
- Monitor the online reputation for the company and all communities, and develop custom review responses.
- Works closely with Marketing Department on event planning and logistics to include service bids, organization, promotional inventory, catering and event setup and breakdown.
- Maintain relationships with marketing vendors.
- Track corporate memberships, sponsorships and subscriptions.
- Other administrative, miscellaneous marketing and design tasks assigned by members in the Marketing Department

**Qualifications:**

- Must have graphic design experience with proven advanced proficiency with all Adobe Creative Suites, Microsoft Office Suite and Canva.
- Must possess strong written and oral communication skills
- Must be highly organized and detail oriented
- Must be able to take direction and complete tasks with minimal supervision

**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.

**Please email your resume, salary requirements and sample design work to: [apollard@hallkeen.com](mailto:apollard@hallkeen.com)**

**Subject line: Marketing Specialist**