



Job Title: Director of Multifamily Marketing

Location: Norwood, MA/hybrid

Hours: Full time

Pay Rate: Starting at \$120,000

HallKeen Management is seeking an experienced, strategic, and hands-on Director of Multifamily Marketing to lead our marketing function, strengthen the HallKeen brand, support company growth, and serve as a strategic marketing partner to our property management teams.

This is a supervisory leadership role within the marketing department, overseeing and collaborating with marketing team members while working closely with Property Managers, Regional Managers, and on-site leasing teams across the portfolio.

The Director will set marketing strategy, establish priorities, guide the team's work, manage resources and vendors, and ensure that marketing initiatives deliver results. At the same time, this is a role that stays close to the properties. The Director must be willing to get out into the field, understand what property teams are experiencing, and step in personally when a community needs additional marketing or leasing support.

The Director will be expected to move comfortably between department leadership, corporate strategy, and hands-on property support.

The Role:

The Director of Multifamily Marketing has three interconnected responsibilities:

- Lead the marketing team - Set priorities, provide direction, develop team members, allocate resources, and ensure the department delivers high-quality, effective work.
- Support the properties - Partner closely with Property Managers and leasing teams to help communities generate traffic, convert leads, improve occupancy, and compete effectively in their local markets.
- Build the HallKeen brand and support growth — Strengthen the company's overall brand, reputation, visibility, and marketing platform in support of long-term growth.

The ideal candidate will have:

- 7+ years of progressive marketing experience, preferably in multifamily housing, real estate, hospitality, or another multi-location environment.
- Experience supervising or leading a marketing team.
- Strong understanding of multifamily marketing, leasing, lead generation, digital marketing, and resident engagement.
- Experience managing a brand across multiple locations or business units.
- Strong project management, organizational, and delegation skills.
- The ability to develop strategy while remaining highly execution-oriented.
- Excellent communication and relationship-building skills.
- Experience managing budgets, agencies, vendors, and external partners.
- Strong analytical skills and an understanding of marketing performance metrics.
- A willingness to travel to properties and spend meaningful time with on-site teams.
- A roll-up-your-sleeves attitude and willingness to personally help with leasing when a property needs additional support.
- The ability to lead through influence and build strong partnerships with operational leaders.

In short: lead the team, support the properties, strengthen the brand, and help HallKeen grow.

Location: Norwood / Hybrid

Reports to: Chief Operating Officer

Employment Type: Full-Time

HallKeen Management is an equal opportunity employer. We value diverse perspectives and are committed to creating an inclusive workplace where our employees can thrive.

Key Responsibilities:

Marketing Team Leadership:

- Lead, supervise, and develop members of the marketing department.
- Establish department priorities, workflows, goals, and performance expectations.
- Delegate projects effectively while maintaining accountability for quality and results.
- Coach and mentor team members and help develop their skills and professional growth.
- Ensure the marketing team is responsive to the needs of property management and the broader organization.
- Establish consistent processes, tools, standards, and best practices across the department.
- Manage marketing resources, budgets, agencies, vendors, and other external partners.
- Balance competing priorities across corporate initiatives and property-level needs.

Property-Level Marketing & Leasing Support:

- Serve as a senior marketing resource and strategic partner to Property Managers, Regional Managers, and on-site teams.
- Work with property teams to understand market conditions, leasing challenges, competitive positioning, and marketing opportunities.
- Develop property-specific strategies designed to support traffic, lead generation, leasing velocity, and occupancy.
- Review property marketing performance and identify opportunities for improvement.
- Provide guidance and support on digital advertising, online listings, websites, social media, promotions, outreach, events, and lead conversion.
- Visit properties and maintain a strong understanding of what is happening at the community level.
- **Be willing to personally step in and support leasing efforts when needed**, including prospect outreach, lead follow-up, open houses, leasing events, or other activities that help a property generate leases.
- Support communities experiencing leasing or occupancy challenges and help develop and execute turnaround strategies.
- Support new acquisitions, lease-ups, renovations, repositioning initiatives, and other major property initiatives.

Company Brand, Communications & Reputation:

- Own the brand strategy, messaging, visual standards, and brand governance across corporate and property-level channels.
- Translate HallKeen's mission, operating capabilities, community impact, and growth strategy into compelling narratives for employees, owners, investors, public-sector partners, and market visibility.

- Oversee the company website, social channels, presentations, proposals, collateral, public relations, and company events.
- Protect brand consistency while enabling property teams to communicate effectively within local market and program requirements.
- Develop proactive reputation-management and issue-response protocols in partnership with executive leadership and operations.

Growth, Business Development & Institutional Relationships:

- Partner with leadership to support third-party management growth, new acquisitions, development opportunities, strategic partnerships, and capital relationships.
- Create differentiated pitch materials, proposals, case studies, qualifications packages, and market-facing content that demonstrate HallKeen's operating platform and resident-services capabilities.
- Build visibility in targeted East Coast markets track opportunities with owners, housing authorities, municipalities, lenders, investors, and community partners.

Digital Marketing & Analytics:

- Establish an integrated marketing framework, measurement, and regular reporting cadence for senior leadership and operating teams.
- Analyze lead sources, campaign performance, cost per lead, lead-to-tour and tour-to-lease conversion, leasing velocity, occupancy support, campaign performance, digital engagement, reputation, and marketing return on investment.
- Use property, market, resident, and campaign data to identify performance gaps, redirect resources, and improve decision-making.

What We're Looking For:

We are looking for a strategic, hands-on marketing leader who can strengthen the HallKeen brand, drive growth, and deliver measurable results across our portfolio. The ideal candidate combines strong business acumen, team leadership, and marketing expertise with a collaborative, roll-up-your-sleeves approach and a passion for creating value for residents, clients, and communities.

In short: lead the team, support the properties, strengthen the brand, and help HallKeen grow.

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Benefits:

Full time position offers a competitive benefit program to include Medical, Dental, Vision, Health FSA, Dependent Care FSA, Short-Term Disability, Long 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.

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