

HK HallKeen Management

Job Title: Marketing & Leasing Specialist

Location: Palmetto Park West, Clearwater , FL 33755

Hours: Full-Time Monday – Friday 8:00am – 5:00pm occasional evenings and weekends

Reports To: Property Manager

Pay Rate: Up to \$52,000 depending on experience

Position Summary:

The Marketing & Leasing Specialist reports directly to the Property Manager and is responsible for increasing occupancy through proactive marketing, community outreach, lead generation, and leasing activities. This position serves as the face of the community by building relationships with prospective residents, local employers, businesses, and community organizations while providing an exceptional customer experience.

The Marketing & Leasing Specialist is expected to actively market the property both on-site and throughout the surrounding community, generate qualified leads, conduct apartment tours, and guide prospective residents through the leasing process. This individual will work closely with the Property Manager to achieve occupancy goals, strengthen the property's presence in the community, and promote resident satisfaction.

Essential Duties and Responsibilities including but not limited to:

Marketing & Community Outreach:

- Develop and execute marketing strategies to increase occupancy and community awareness.
- Represent the community at job fairs, housing fairs, networking events, and community outreach activities.
- Build relationships with local employers, businesses, schools, hospitals, real estate professionals, and community organizations to generate referrals.
- Visit local businesses and referral partners to promote the community and distribute marketing materials.
- Coordinate and participate in open houses, leasing events, resident events, and other promotional activities.
- Maintain the property's online presence, including internet listings, social media, and marketing materials, ensuring information is accurate and current.
- Monitor marketing results and recommend new outreach opportunities to increase traffic and leasing activity.

Leasing:

- Respond promptly to all leasing inquiries received by phone, email, website, social media, and walk-in traffic.
- Manage prospective residents from initial inquiry through move-in.
- Schedule and conduct professional apartment tours that showcase the community and available homes.
- Explain community amenities, rental qualifications, pricing, lease terms, and affordable housing requirements, as applicable.
- Follow up consistently with prospective residents through phone calls, emails, and text messages to maximize lease conversions.
- Process rental applications, coordinate applicant screening, prepare lease documentation, and assist with lease signings.
- Coordinate move-ins and ensure a smooth and welcoming resident onboarding experience.
- Assist with lease renewals and resident retention initiatives.
- Maintain accurate prospect, applicant, and leasing records in the property management system.

Customer Service & Administrative Support:

- Deliver exceptional customer service to residents, prospects, vendors, and visitors.
- Support the Property Manager with daily office operations, reports, and special projects.
- Maintain organized leasing, resident, and applicant files in compliance with company policies and affordable housing program requirements.

- Track lead sources, marketing activities, leasing performance, and occupancy trends.
- Collaborate with the onsite management and maintenance teams to ensure a positive resident experience and successful community operations.
- Perform other duties as assigned to support the overall success of the property.

Qualifications:

- High school diploma or GED required; Associate's or Bachelor's degree in Marketing, Business, Communications, or a related field preferred.
- Minimum of two (2) years of experience in leasing, sales, marketing, customer service, or property management.
- Affordable housing experience (LIHTC, HUD, Section 8, or similar programs) preferred.
- Strong sales, marketing, and customer service skills.
- Excellent verbal and written communication skills.
- Strong organizational, time management, and follow-up skills.
- Proficiency in Microsoft Office and property management software such as OneSite is preferred.
- Experience with social media and digital marketing platforms is preferred.
- Valid driver's license and reliable transportation for local marketing and outreach activities.
- Bilingual (English/Spanish) preferred.

Knowledge, Skills & Abilities:

- Strong interpersonal and relationship-building skills.
- Ability to develop community partnerships and generate qualified leads.
- Excellent presentation and communication skills.
- Self-motivated with the ability to work independently and manage multiple priorities.
- Strong attention to detail and organizational skills.
- Ability to maintain confidentiality and exercise sound judgment.
- Professional appearance and commitment to delivering exceptional customer service.

Physical Requirements:

- Ability to sit, stand, walk, and climb stairs throughout the workday.
- Ability to conduct apartment tours and participate in community outreach events.
- Ability to lift up to 25 pounds when transporting marketing materials or setting up events.

Performance Expectations:

- Meet or exceed occupancy and leasing goals.
- Generate qualified leads through proactive marketing and community outreach.
- Build and maintain relationships with referral partners and local organizations.
- Conduct timely follow-up with prospective residents to maximize lease conversions.
- Maintain an active and professional presence in the local community.
- Deliver outstanding customer service while representing the company with professionalism and integrity.
- Support the Property Manager in achieving the operational and financial goals of the community.

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.

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