



Position: Assistant Director of Marketing (Hybrid work schedule)

We're a multi-faceted, fast-growth and fast-paced integrated residential real estate company with a portfolio of luxury rental communities, commercial space, and luxury single-family homes in multiple locations including PA, MD, CT and NC.

Position Summary

The Assistant Director of Marketing works with the division director/senior director and team members to lead, develop, coordinate, and monitor marketing strategies for Burkentine Real Estate Group or a specific entity within the organization. This position serves as a leader in the development and oversight of strategies, tactics and measurement and will lead the team of any managers, specialists, coordinators, assistants, and contractors on the team in the implementation of department objectives.

Responsibilities

- Leadership
 - Prior experience managing multiple internal team members and external contractors.
 - Self-driven and the ability to work independently yet collaborate with key stakeholders.
- Responsibilities
 - Proven experience with B2C a plus, with traditional and digital experience.
 - Oversight of the development, content and branding of marketing materials that may include flyers, brochures, logo development, interior and exterior signage, traditional and digital billboard research and development, email campaigns, social media templates, executive summary, event materials, print ads, 3D renderings, floor plans, plot plans and other print materials.
 - Oversight of 20+ social media channels (Facebook, Instagram, LinkedIn, Twitter) for Burkentine Real Estate Group and Burkentine Properties. Assisting with content creation, writing, posting content, ads, pixels, look-a-like audiences, and other strategies to increase visibility and traffic to assist with brand awareness, sales, and pre-leasing and leasing of properties.
 - Serve as owner of 20+ enterprise and property websites (Rentcafe is Yardi System service) working with key stakeholders to implement changes and strategies with the marketing and property management teams.
 - Manage burkentine.com and burkentinerentals.com websites (Wordpress platform)
 - Work closely with the public relations team on partnerships, outreach, and collaboration on events.
 - Possess a high-level of project management, organization, and timelines as you work with multiple business units and stakeholders and know the status of projects and deliverables at a given point in time.
 - Attend business unit team meetings to help manage projects.
 - Media buying – billboard, ads, radios and tv
 - Track and report results for all marketing team members.
 - Develop SOPs, Workflows, KPIs and Marketing 360s.