

## **HALLKEEN MANAGEMENT**

**Job Title:** Director of Marketing

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

**Hours:** Full-time

### **Job Description:**

HallKeen Management seeks Director of Marketing with affordable property management experience. This exciting role will support operations of a dynamic real estate and property management company. HallKeen Management as 900+ employees dedicated to providing quality housing in both residential and assisted living.

### **Related Duties and Responsibilities:**

- Design and implement comprehensive internal/ external communication strategy
- Supervise and support marketing team
- Initiate and implement promotional events to further company mission
- Design content for the company's and individual property's online presence
- Create and monitor department budget
- Respond to media, potential clients and partnering agencies
- Oversee all marketing and leasing needs for lotteries and lease-ups
- Report statuses of new business and potential business to Senior-level executives
- Implement New Business Development Strategy Plan and manage associated advertising
- Review and document all new potential new business and meet with Residential Operating Committee on next steps
- Act as liaison between potential clients and senior-level executives for appointments, collaboration of proformas, marketing and staffing plans
- Prepare company proposals and responses to RFPs
- Prepare and/or revise AFHMP, TSP, Management Plan and budget as requested by new, potential or current client
- Represent company at industry and related events or sponsorships
- Review management agreements for content and fees
- Assist properties and HK with emergency/ crises communication
- Reputation management for company and individual properties as needed
- Write marketing copy for corporate website, collateral, promotional material, annual newsletters, social media and press releases
- Identify, cultivate and maintain relationships with key stakeholders and owner reps

**Qualifications** include working knowledge of affordable housing operations including marketing, digital design and implementation, affordable housing tsp, AFHMP, RFP's and management plans. Bachelors

degree or five years of relevant experience. Experience with B2B marketing & business development, excellent verbal and written communications skills and knowledge of Adobe Creative Suite and website CRM a plus.

**If you are interested in applying or know someone to refer for the position please fax or e-mail resume to 781-915-3139 or Tglasman@hallkeen.com**