



Stephen Lefkovits <steve.lefkovits@gmail.com>

Marketing Director FL Job Announcement

3 messages

Howard Stewart <howardstewart@stewartsearchinc.com>

Thu, Dec 18, 2008 at 11:21 AM

To: lefko@joshuatreeconsulting.com

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Marketing Director South East Florida

561-818-1007

Job Description

GENERAL SCOPE OF POSITION

- * Monthly property marketing, promotion and advertising and as needed property marketing recap meetings
- * Monitor numbers to determine advertising focus
- * Statistics and costs updates and trends
- * Training
- * As needed property marketing meetings.
- * Monthly media plan preparation.
- * Weekly ad schedule reviews with client advertising contact.
- * New ad and collateral development.
- * Leasing training seminars/events.
- * Property inspections/reviews.
- * Marketing/performance reports
- * Advertising – ordering and invoices; ad clips and tear sheets
- * Marketing Materials – Ordering and invoices (photo shoots, brochure development and reprints, off-site targeted and general public promo flyers, resident

referral flyers/posters, merchandising/specialty items, leasing tools, leasing binders, guest cards, accordion “tickler” files, etc.

* Signage – Ordering and invoices (property exterior signage, banners, leasing office displays, flags, directionals, “Sorry We Missed You” cards and wall mounted

card holder, EHO displays).

- * Models and Mini-models
- * Corporate/Off-Site Marketing
- 1. Lead generation programs, tracking/reporting systems, marketing material (flyers, corporate brochures; specialty items, leasing binders, tracking reports)

ordering and invoices.

- * Resident Retention
- 1. Resident Satisfaction Surveys (Annual, Move-in, Pre-Lease Renewal).
- 2. Collateral concepts and art (“Got Your Service Request” cards, maintenance door hangers, merchandising ideas, outstanding service incentive/reward

programs).

- 3. Lease renewal programs.

ADVERTISING

- * Advertising/Creative Development
- 1. Ad copy for any new community or portfolio ads needed.
- 2. Review new ads, sent to for approval, then to publication for revisions.
- 3. As needed substantial ad revisions (basic weekly changes handled by staff).
- 4. Publication design services to be used to produce ads; allows for large production savings.
- * Monthly Media Plans & Weekly Updates/Reviews
- 1. Weekly and monthly, property performance and availability reports.
- 2. Property advertising and marketing planning meetings to review performance, availability, goals, promotions, budgets, advertising/marketing needs, and

budget for upcoming month.

- 3. Develop proposed media plans for the upcoming month.
- 4. Final schedules and marked up ads given for ordering.
- 5. Train on how to use the plan to track ordering, payment, costs and results.
- 6. Weekly meeting to review upcoming week’s ad schedule and ads for adjustments to be made (cancellations, additions, and revisions).
- 7. At month’s end, prior to planning meeting, send final “marked up copy” of each property’s monthly schedule for final updates (schedule, costs, variances, etc.)

MARKETING PLANNING AND SUPPORT

* "Team Marketing" property marketing planning support.

* Marketing Plans

1. Under performing property marketing turnaround plans.
2. Acquisition due diligence, marketing audits and takeover plans.
3. New construction marketing audits and plans.

* Marketing/Advertising

1. Annual budget preparation.
2. Evaluate media contracts and provide recommendations.

* Marketing Materials (Concepts; art; client to print)

1. Marketing flyers (corporate and general public flyers).
2. Quarterly resident referral flyers and posters.
3. New brochures, video brochures.
4. Specialty items.
5. Miscellaneous (photo shoots, leasing binders, corporate tracing reports, etc.)

LEASING TRAINING/SUPPORT

* New employee leasing orientation and training program; train policy and procedures; history, telephone and in-person techniques, basics of apartment

marketing.

* Special topic "brush up" seminars; possible subjects to include:

1. Goal setting, Team Marketing/developing a basic property marketing action plan.
2. Corporate outreach/off-site marketing strategy and approach.
3. Leasing skills.
4. Curb appeal, market readies, models/mini-models, signage, and displays.
5. Resident retention, lease renewals, evaluation satisfaction.
6. Spring kick-off.

* Leasing Training – Logistics/coordination, ordering, execution and invoices for seminars, shopper's reports, etc.

REQUIREMENTS

* 5 to 10 years Multi family Marketing / Leasing experience.

* Degree Preferred

* Local to SE FL Preferred

* Results oriented self starter Producer

* Can hit the ground running

* Bi Lingual is a plus

* Understands the stats and numbers and traffic and can make rapid real time decisions

* Can fully address leasing.

* Proven track record of driving occupancy economic levels up.

Please Email Resumes to; howardstewart@stewartsearchinc.com

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Howard Stewart <howardstewart@stewartsearchinc.com>

To: STEVE@joshuatreeconsulting.com

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Howard Stewart <howardstewart@stewartsearchinc.com>

To: lefkousa@yahoo.com

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