



Position Title: Marketing Coordinator– Commercial Real Estate

Reports To: President, Pettinaro Management, LLC

Purpose: This position is accountable for the day-to-day administration, coordination, design, planning, and implementation of the marketing functions for the owned commercial real estate portfolio. Maintaining and enhancing the company “branding” is an essential role of this position. This role has a high degree of administrative work to balance out the creative work. Graphic design skills and experience are a key component for success in this role.

General responsibilities include the management of the portfolio marketing flyers, maintenance of the company website, maintenance of the property listing service (Buildout), management of social media platforms, manage property leasing signage, design and development of lease proposals, development of quarterly newsletters, development of press release material, management and distribution of monthly property availabilities reports, Constant Contact activities, and general marketing department administrative functions.

Position Requirements: The individual should have specific experience with graphic design and management of electronic marketing materials. The qualified candidate shall possess a high degree of communication skills, both written and verbal. This position shall work well independently, without a great deal of direct supervision, and take ownership in their work. This is a one-person department, and the successful candidate shall take full ownership of the marketing process. A very strong attention to detail, superior organizational skills, and excellent computer skills are critically essential to success in this position. A working understanding of social media platforms is a must.

A working understanding and experience with Microsoft Office Suite, Adobe Creative Suite, Constant Contact, and general web page maintenance is required. Experience with Drupal and Buildout is a strong plus.

The individual must be customer service oriented and an accomplished, high-performing individual with a demonstrated ability to work cooperatively with multiple internal business departments in a fast-paced environment while consistently delivering high-quality work.

The work style of the qualified individual must be professional, respectful, courteous and a “can-do” attitude while working with many different personalities. In addition, a positive attitude and willingness to take on tasks outside of the position’s generally defined roles will ensure success for the individual in this position. A willingness to be a team player and gets-along with many diverse personalities and situations is critical to the success of this position. Being proactive is a required trait, rather than reactive.

The Marketing Coordinator shall be willing and able to collaborate with cross functional service providers within the internal Leasing, Property Management, Lease Administration, Architecture, and Construction divisions of company, as well as external third-party service providers and vendors. At all times, the Marketing Coordinator shall provide a high level of customer service to both internal associates and our tenants, while protecting the best interests of the property ownership.

A Bachelor's Degree in Marketing, Communications, Journalism, or Graphic Design is preferred, although an Associate Degree supported by practical relevant experience may be acceptable. Working knowledge of current marketing industry and appropriate software programs is a must have requirement. Experience in the real estate industry is a plus, but not required.

Basic reasoning skills such as the ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; ability to interpret a variety of instructions furnished in written, oral diagram or schedule form; ability to prioritize issues and be flexible to "switch gears" as required. This position works primarily in an office setting with large amounts of time working at a computer. However, some site visits may be required to take pictures or attend events at properties.

Previously designed and distributed work product must be provided as a required part of the interview process.

Duties and Responsibilities (Others may be assigned)

Marketing Flyers

- Responsible for maintenance and development of individual marketing materials for the commercial real estate portfolio
- Maintain a consistent "branding" theme throughout all marketing materials, paying attention to detail
- Ensure that all marketing flyers are updated and modified on a real time basis
- Work closely with the Leasing Agents and Lease Administration Manager to update information relevant to when leases are signed or when leases terminate, and update marketing materials accordingly with availability information
- Establish and maintain electronic links between flyers and other marketing mediums such as the website, newsletters, and others
- Work closely with the Leasing Agents to maintain and prepare current and accurate marketing support
- Take, edit, and update photos used in marketing materials - Requires site visits to take pictures on a periodic basis

Email Blasts and Constant Contact

- Design, develop and manage all Constant Contact emails from Leasing department
- Design and distribute regularly scheduled email blasts without direct supervision
- Maintain and manage the distribution lists for the Constant Contact emails
- Analyze results of Constant Contact results and report back to management
- Take initiative in developing other lines of communication to enhance company image

Website

- Manage, update, and maintain company website
- Act as liaison with the website development/hosting companies
- Update on a real time basis individual property data and information flyers
- Maintain the links between the company website and the individual marketing flyers
- Create links on website to outside press releases, as well as internal news

Newsletters and Availability Reports

- Design, develop, implement, and distribute the Quarterly Newsletter electronically via inDesign and/or Constant Contact and link to company website
- Design, develop and maintain monthly Available Property List to be distributed via Constant Contact
- Keep all electronic links active and correct in all Constant Contact mailings
- Maintain and manage the commercial listing marketing platform of *Buildout*

Social Media

- Enhance the company image via social media
- Maintain, update, and manage the company Facebook, Twitter, Instagram, and LinkedIn pages
- Stay on the cutting edge of new social media platforms and adapt accordingly
- Coordinate new marketing efforts of company with Twitter, Instagram, and other applicable social media networks
- Create social media campaigns
- Announce relevant news, events, and information via social media

Event Coordination

- Plan and execute tenant appreciation events (breakfasts, luncheons, treat deliveries, etc.) at select properties throughout the year
- Create and distribute invitations/coordinate outside vendors/set-up take down
- Coordinate and manage attendance at the ICSC conventions

General Management

- Take the initiative to create new avenues of enhancing the company image
- Coordinate any trade show or organizational event(s) and attend as needed
- Manage Tenant Handbooks
- Manage Quarterly Leasing Reports and distribution thereof
- Responsible for the management of all on-site “leasing” signs at each property – Manage the outside vendor(s) who provide these products
- Process invoices for outside service providers, marketing materials, events, and others
- Update Buildout website to provide real time information to this marketing outlet for available space in the portfolio, update photos, secure links to marketing flyers, etc.
- Maintain positive relationships with outside vendors
- Write new tenant press releases, with assistance of ownership, to be utilized on the company website, newsletters, and other outlets
- Attend weekly department staff meetings
- Other duties as assigned