

## Director of Marketing

**REPORTS TO:** Principals

**LOCATION:** Seattle (Capital Hill), WA

**Company Info:** Consulting, Marketing & Communications Firm -Real Estate Niche

### COMPANY

Casual fast-paced agency/consultancy whose clients are real estate developers of multi-family apartment complexes and condominiums across the U.S. and Mexico.

### WHO ARE YOU?

Quick, charming, hard-working, creative out of the box thinker, who can also drive clients and vendors to complete projects on time and on budget... all while remaining close friends.

In the best of all possible worlds, you will have related real estate development industry experience... but it is not necessary. What is necessary is a willingness and the enthusiasm to roll-up your sleeves and jump in when and where needed.

### RESPONSIBILITIES:

#### Brand Development

- Create a sense of place with brand stories
- Translate project positioning strategies into meaningful names and brands for new residential communities.
- Direct comprehensive visual brand development with selected graphic design partners

#### Marketing Strategy + Execution

- Create and implement marketing plans and strategies for multiple projects nationally, and simultaneously
- Serve as Creative Director, leading all creative development efforts including campaigns, websites, collateral, signage, social media, grassroots efforts, etc.



### Client Relationship Management

- Manage communications with clients proactively. Engage continuously by providing updates, progress reports with explanations, and marketing KPIs.
- Pitch and sell services to clients

### Project Management

- Manage the full life cycle of project marketing (from strategy through execution and reporting) for a portfolio of projects and clients.
- Exceed client expectations by mastering timelines and budgets
- Select, hire, and manage service providers to meet projects' creative, budgetary, and timeline requirements.
- Communicate and coordinate all stakeholders on projects to secure timely approvals and buy-in.
- Measure and track effectiveness of campaigns; adjust as necessary.

## REQUIREMENTS

- 7+ years in marketing or communications management role.
- Experience creating, executing and managing marketing programs and campaigns across varied channels and target audiences.
- Creative and entrepreneurial.
- Excellent creative writing and communication skills.
- Excellent presentation skills, with strong project and client management capabilities.
- Experience working with multiple clients, managing relationships and overall communication.
- Proven track record of success in a very high-activity, fast-paced environment.
- Highly organized, self-motivated and proactive, with the ability to work on multiple tasks simultaneously, both individually and with teams.
- Sales-focused with a clear understanding of how to drive results through effective marketing campaigns and programs.
- Ability to manage external partner relationships and performance.

## Compensation:

Outstanding benefits and comp DOE

For consideration please contact:

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