

DIRECTOR OF MARKETING JOB DESCRIPTION:

- Develop and oversee the implementation of Neyer overall marketing and business development plan that results in increased business opportunities.
 - Develop, implement, and lead the Neyer branding effort to increase familiarity and opportunities both locally and in new regional markets.
 - Evaluate, recommend, and implement a market penetration strategy into the current key growth industry segments such as medical, senior living, health/ fitness, daycares, institutional, etc.
 - Determine and implement how best to increase and clarify Neyer's brand message via both printed and media formats, including our website, corporate brochure, social media etc.
 - Review and recommend how and if a marketing strategy into each new regional market will be effective.
- Work with CEO to strategically arrive at priorities and direction of overall marketing approach
- Determine methods and measures for an effective Business Development Plan
- Be the Marketing "face" of Neyer Properties to the public
- Network with area chambers, brokers, business organization administrators, and end users etc. to increase the possibilities for new business opportunities
- Direct the development and continuous improvement of all marketing material.
- Manage application process and follow-up for corporate awards – for example E&Y, BBB Torch Awards, NAIOP
- Pursue and fulfill requests for PR Corporate interviews
- Determine priorities of PR and manage PR freelancer; edit and approve articles and releases
- Oversee major events such as grand openings, ground-breakings, Go Green Challenge and other events and coordinate our internal operations to obtain desired results
- Target and coordinate the best sponsorship opportunities for annual contributions
- Evaluate the effectiveness of corporate and project marketing efforts
- Develop and improve Marketing Department Structure, Processes, Roles, etc.
- Manage marketing department and personnel within department
- Provide direction on property marketing from a strategic standpoint, as well as the implementation and results of property marketing efforts, in coordination with Director of Asset Mgmt and the Brokers
- Develop Corporate and Property Marketing Budgets
- Develop standard POs, contracts, and pricing for marketing vendor relationships
- Approve all Departmental Invoices

QUALIFICATIONS:

- At least 8-10 years of progressive marketing/business development experience, 3-5 years of which is preferred to be in commercial real estate or a related business
- Bachelor's degree in marketing, business development, or a related field
- Strong interpersonal and oral communication skills, including ability to work in a fast paced team environment
- Proven ability to develop and grow relationships
- Commitment to superior customer service
- Excellent organizational skills and strong attention to detail
- Must be a proactive individual, at ease in a high-energy, entrepreneurial environment, with both detailed and strategic work ability
- Strong management skills and ability to coordinate strategically with management and executive team
- Superior computer literacy and a proactive attitude toward using technology
- Proficiency in ACT, Microsoft Office, Power Point, Illustrator, Photoshop, and other related software