



Chestnut Hill Realty

Managing People's Apartment Homes with Pride

Director of Marketing (Chestnut Hill, MA)

Chestnut Hill Realty has an exciting opportunity for a Director of Marketing to join our team. In this position you will be responsible for the development, implementation, and operations of all digital marketing, advertising, and leasing programs. This position will be responsible for the training and oversight of all leasing staff members. The Director of Marketing is part of the Senior Leadership Team whom also works closely with our property management teams to ensure occupancy goals are achieved within the portfolio.

As a Director of Marketing, you will:

- Oversee the development and implementation of both short and long-term marketing plans for all CHR-managed property
- Responsible for creating and conducting leasing training of over 40 Leasing Professionals and other staff with leasing responsibilities
- Oversee the design, formulation, collection, evaluation, and compilation of rental market research data
- Oversee the development and implementation of resident retention programs for all properties
- Oversee and monitor all property advertising and the CHR website
- Develop advertising and marketing budget for all properties as part of the annual budget process
- Prepare monthly traffic, leasing, and advertising reports with appropriate summaries
- Staff management that may include hiring, training, and developing, managing performance and, at times, terminating of staff
- Oversee the roll out of new leasing products and software.
- Partner with property management to oversee the leasing operation of all properties to optimize property performance and achieve occupancy goals
- Collaborate with executive leadership team for outside projects at times.

Are you the right person for the job?

- 5+ years' experience marketing and leasing in Residential Multifamily Property Management industry required
- 2+ years direct supervisory experience required
- Experience with lease ups of more than one property preferred
- CALP Credentials Required
- Proficiency in Microsoft Office Suite including Word, Excel & Outlook
- Positive attitude, strong work ethic and ability to lead and motivate others
- Must possess professional written and verbal communication skills

Some of the benefits to you:

- Attractive total compensation package
- Excellent benefits package including: medical, dental, vision, 401(k), 2 weeks of vacation, your birthday off
- Chestnut Hill Realty apartment discount
- Great work-life balance
- Opportunities for recognition and personal development
- Strong promote-from-within company culture
- Positive work environment

All job offers contingent upon satisfactory background check.





Chestnut Hill Realty

Managing People's Apartment Homes with Pride

