

Marketing Manager
AHC Management LLC

AHC Management LLC manages affordable, residential properties in Arlington, VA, Silver Spring, MD and Baltimore, MD. The Marketing Manager will lead/work with property management staff to develop and execute effective marketing initiatives to generate revenue for properties through sales & renewal activities.

Key Duties:

Market the property

- Work with AHCM's marketing team to coordinate overall company branding.
- Know competitors and be able to leverage the AHCM product and people as a differentiation in the marketplace
- Proficiently articulate the value proposition of the property or sales presentations. Features/ benefits, etc.
- Deliver a positive and consistent in person experience with all staff members within the company.
- Set up monthly meetings with local employers to provide packets of information about the community and cultivate partnership-marketing opportunities
- Monitor all ad sources. Complete and review internet ad checklist by the 5th of each month.
- Oversees property Facebook page to ensure content is up to date three times per week or as necessary.
- Review marketing channels daily such as craigslist activity with available apartments and needs of portfolio
- Provide training to leasing staff to ensure that competitive leasing practices are in place

Understand current sub-market

- Shop all competition within immediate competitive set quarterly with various staff.
- Review monthly market surveys and be knowledgeable of content for assigned portfolio.
- Review all competitive survey monthly.

Ensure appearance of property meets AHCM standards

- Complete daily checklist
- Report all property deficiencies to appropriate manager
- Respond to, follow up on and close work order requests when applicable
- Ensure lease paperwork is accurate
- Administrative duties as assigned

Retain Residents

- Deliver timely and remarkable customer service to community residents.
- Interact with all constituents (residents, staff, clients, vendors) in a professional and courteous manner
- Remain calm and friendly when resolving customer issues or interacting with upset customers
- Vigorously resolve or communicate resident concerns and issues.

Minimum requirements: College degree in Marketing or related field; years of experience may be substituted for education; at least 3 years in marketing & leasing for residential property management; proven track record of success with cooperative management, effective communication, marketing, managing multiple projects & meeting deadlines; ability to produce reports, maintain records; experience with budgeting & cost management; knowledge of local apartment market & Fair Housing regulations; ability to think strategically; excellent communication, time management & organizational skills; proficiency with MS Word & Excel.

For IMMEDIATE CONSIDERATION, email resumes & salary requirements to jobs@ahcmgmt.com or fax to 703-486-0653. E/O/E