

Position: Commercial Marketing Coordinator
Supervisor's Title: Marketing Manager (with EVP of Leasing & Acquisitions)
Status: Exempt/Full-time

Job Description

This position is responsible for the coordination and execution of commercial marketing efforts and overall administrative support for the Commercial Leasing Team as needed.

The job duties for this position may not be limited to only those outlined in this job description and management reserves the right to make modifications and changes to these duties at any time in order to meet the needs of the business.

Marketing & Administration:

- Work closely with Marketing Manager and Commercial Leasing Team to ensure marketing objectives and expectations are being met.
- Monitor and update corporate website data on commercial shopping centers to ensure relevancy for marketing purposes.
- Maintain all ILS sites and advertising avenues for the Commercial portfolio which include but are not limited to CoStar, LoopNet and Craigslist.
- Coordinate with Commercial Leasing Team on eblast creation and execution. Report on campaign performance. Make suggestions on edits and/or improvements to boost interaction. Monitor, add to and edit Email mailing list
- Design and create in-house direct mailers per the Commercial Leasing Team's marketing needs. Utilize DataWidget software and other avenues to collect mailing lists for the intended audience.
- Work with various 3rd party marketing companies to design and order Coming Soon window clings for new commercial tenants. Coordinate installation timeline with Commercial Operations and Maintenance teams.
- Prepare bi-weekly marketing summary report for Commercial Leasing Meetings.
- Provide bi-weekly Commercial Marketing update for Senior Managers Meetings.
- Plan, organize and coordinate marketing events (ICSC, broker events, etc.) with Marketing Manager.
- Create custom marketing pieces for tradeshow/events as needed
- Field questions and concerns that arise from the Commercial Leasing Agents regarding marketing efforts. Propose new solutions and ideas to help keep business flowing.
- Investigate new marketing avenues to help generate leads for commercial leasing.
- Manage and monitor social media outlets to promote positive and attentive branded image.
- Organize & revise commercial marketing materials, files and other marketing tools accordingly using Adobe Creative Suite.
- Scan documents into the digital plan filing system (LOD) as required.
- Issue, process, and code purchase orders/invoices through the Yardi PayScan as needed.
- Provide administrative support on commercial marketing efforts and prepare reports as needed.
- Perform other duties as assigned.
- Circulate ILS/Craigslist/Website leads to commercial leasing team via email with weekly lead reports to CEO, Marketing Manager and EVP.
- Attend weekly maintenance meeting to ensure that all cling and banner needs are being met throughout the portfolio.

Qualifications: Bachelor's degree in Marketing and a minimum of 2 years marketing/administrative experience required. Some commercial real estate marketing experience preferred. Candidates should possess strong organization skills, attention to detail, the ability to prioritize and operate as a self-starter as well as work as a teammate. Proficiency with MS Office Suite, Adobe Suite of products, familiarity with Yardi and CoStar software, and excellent written and verbal communication skills are needed.

To apply please reply by emailing your resume to jobs@dwoskin.com with Commercial Marketing Coordinator on the subject line.

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