

### Executive Summary of this position:

As the first person to hold this position for our growing company, you'll have the unique opportunity to build upon established lead tracking processes while actively contributing to the development and implementation of a robust marketing strategy. Your role will involve leveraging existing processes while innovating and shaping new strategies to drive lead generation and marketing initiatives for our property management company.

### **Primary Responsibilities:**

- **Lead Generation Strategy:** Strategically identify and cultivate qualified leads within our service area- rental property owners who are interested in learning more about our services. Aim to double the monthly influx of qualified leads, increasing them from an average of 25 to 50 per month within 18 months.
- **Establish Brand Recognition:** Ensure our company becomes well-known in the local real estate community as a valuable resource and quality property management company. Especially among potential referral partners such as realtors, brokers, bankers, title company people etc.
- **Referral Partner Program:** Design and execute a referral partner strategy/program to reward our referral partners and help us stay top-of-mind for them.
- **Community Building:** Work with CEO/COO to create a strategy for a new community aimed at self-managing landlords (who may hire us eventually). Community could be made up of in-person events at our office, an exclusive online community such as Circle or Slack, and other exclusive content provided by RL to help self-managing landlords.
- **Study local market trends:** Stay current on trends and changes in the Columbus RE market to create messaging for our existing and potential investors.

### **Additional responsibilities:**

- **Content Strategy:** Plan, oversee and execute all content production and posting (blogs, newsletter, social media accounts)
- **Paid Social Campaigns:** Design and execute paid social campaigns (with

contractors) and report on their performance.

- **Marketing budget management:** Work with CEO/COO to develop annual marketing budget and report on actual vs budget through the year
- **Marketing Material:** Handle misc. marketing requests such as brochures, designs, etc.
- **Lead Revitalization:** Work with sales team to design win-back campaigns for leads who have "gone dead" (we have hundreds of these in our CRM.)
- **Sales Operations Support:** Assist with Sales Ops (making sure leads are going to the right places, salespeople have current collateral, etc)
- **Website Management:** Keep our website up to date by working with our website company.

#### **Requirements:**

- Proven track record in marketing, preferably within the real estate or property management industry.
- Strong understanding of lead generation strategies, content marketing, and community building.
- Experience in managing marketing budgets and reporting on performance metrics.
- Exceptional communication and networking skills.
- Ability to collaborate with cross-functional teams.
- Clean criminal history, background check required.

#### **General Comments:**

This role demands ownership and autonomy, where management should only get involved in unusual circumstances. We are resolute about tracking performance and expecting consistent, impactful deliveries. The person stepping into this role holds the reins in sculpting and executing strategies, ensuring proactive problem-solving, and driving measurable results.

**Ongoing Items:**

Support and maintain the company culture and values (autonomy, clarity, organization, helpfulness, follow-through, documentation)

**If you're passionate about driving growth, fostering partnerships, and leading strategic marketing initiatives in the property management space, we'd love to hear from you! Join our team and be part of our mission to redefine property management in Columbus, OH.**

Please contact [info@rlpmpg.com](mailto:info@rlpmpg.com) with your resume if you are interested in joining our team