



Marketing & Leasing Manager

The Marketing & Leasing Manager is responsible for overseeing all aspects of leasing and marketing at the property. The Manager works closely with the Property Manager to set leasing goals and develop a strategic marketing plan for achieving budgeted occupancy. The Manager is responsible for effectively leading the leasing team and accomplishing effective leasing, marketing, and positive resident relations.

Essential Duties & Responsibilities

Strategic Leasing Management

- Ensure staff leasing techniques are effective in obtaining closure, follow up procedures met, signing/documentation of leases, and reporting systems are accurate and up to date
- Audit all lease files to ensure adherence to policies and procedures
- Deal with resident complaints, concerns, and requests to ensure resident satisfaction
- Develop and implement resident retention programs (i.e., resident functions, special https://m.media-amazon.com/images/G/01/Audible/en_US/images/cloudplayer/pause-filled_CB644453776.png promotions, monthly newsletter, etc.)
- Effectively show, lease, and move in prospective residents

Marketing Management

- Assist in developing the annual marketing plan and marketing budget
- Implement all marketing efforts and outreach, developing campaigns and assisting with design to generate traffic
- Monitor leasing/renewal progress, focusing on areas needing additional support
- Supervise the planning, preparation, and implementation of all leasing and renewal events as approved by the Property Manager
- Maintain thorough product knowledge of the property and competition as well as market conditions, complete weekly market survey report
- Utilize established sales and marketing strategies to increase property traffic, maintain closing ratios and achieve budgeted occupancy

Personnel Management

- Assist Property Manager in use of consistent techniques & company directives to screen, hire, train, coach, and develop on-site staff

- Assist Property Manager in ensuring the effectiveness of staff through ongoing training, coaching, counseling, and guidance in compliance with training benchmarks
- Promote harmony and quality job performance of staff through support and effective leadership
- Ensure staff compliance and consistency with Company policies and procedures

Administrative Management

- Manage excellent customer service and monitor service request turnaround and responsiveness of maintenance staff
- Maintain property appearance and ensure repairs are noted and completed on a timely basis (this requires regular property inspections and tours)
- Assist with supervision of all business functions related to operations
- Plan for and utilize property resources, equipment and supplies economically (i.e., obtaining bids/pricing from vendors, suppliers, and contractors, dealing with inadequate service, etc.)

Education/Experience

- Must have prior leasing experience in Student Housing
- High School Diploma or Equivalent; Bachelor's degree preferred or 2-years experience in the property management industry
- Ability to understand and perform all on-site software functions; basic computer skills required
- Must have basic knowledge of Fair Housing Laws

Physical Requirements

While performing the duties of this Job, the employee is regularly required to stand; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is frequently required to walk and sit. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.