

Marketing Manager

Reporting Manager: Senior Director of Real Estate Operations
Location: Seattle, WA
Classification: Exempt

POSITION SUMMARY:

The Marketing Manager manages the overall marketing effort for Tarragon and its projects. As a member of the Leadership Team, the Marketing Manager provides recommendations regarding the company's strategic plan to ensure effective operations to foster a thriving, dynamic, and fun work environment.

POSITION RESPONSIBILITIES:

The Marketing Manager's job responsibilities shall include, but not be limited to, the following:

- Develop and manage the company's annual marketing budget, providing updates on overall budget performance (define performance with Senior Development of Real Estate Operations).
- Create and implement marketing and publicity programs that generate company and project awareness in existing and target markets.
- Manage marketing resources, as necessary, for the preparation of the materials required to support Tarragon's development, leasing, and recruiting efforts.
- Assist with the development of the company vision, mission statement, and strategic plans. Lead key initiatives and incorporate company goals into Marketing Plan.
- Attend development meetings and foster communication between project teams. Create and manage case studies of successful projects.
- Coordinate Tarragon's presence including employee participation in industry organizations and events (NAIOP, ICSC, CREW, ULI, etc.). Identify business development and brand awareness opportunities. Coordinate the attendance and involvement of employees for these events.

SPECIFIC POSITION DUTIES:

- Ensure the timely development and delivery of high-quality marketing materials for business development prints and online collateral, project signage, events, and presentations. Ensure the quality of marketing collateral development (leasing kits, brochures, website design, graphic design, photography, copywriting, layout, and editing/proofreading, etc.) for Tarragon's projects from pre-acquisition through stabilization.
- Create promotional campaigns that result in lease up for Tarragon projects.
- Develop company Brand Guidelines including use of logo, company colors, standardize font and formatting.
- Manage Tarragon's project photography portfolio.
- Ensure the management and development of company website content and analytics, including social media presence. Determine direction of marketing and advertising to achieve Company and project Marketing Strategy.



- Ensure quality execution of Tarragon events, which includes, but is not limited to, employee events, grand openings, broker events, investor relations, NAIOP Summer Social, ICSC, and company retreats. Develop a calendar for events, including checklists, points of contact, project delivery timelines, and keep a log of past events (goals, budget, schedule, contacts, lessons learned).
- Direct the Tarragon sponsorships to maximize industry exposure and investment in accordance with Marketing Strategy.
- Manage publicity (P.R. firms, press kits, press releases, and media events) for Tarragon projects.

REQUIRED EXPERIENCE AND ABILITIES:

The following summarizes a few of the successful candidate's personal characteristics:

- Position requires a bachelor's degree and a minimum of 5 plus years of experience in the Real Estate or communications/marketing industry(s). Must have prior knowledge of development, entitlement/design, construction, and leasing.
- Good working knowledge of media, web-based advertising and website development
- Prior experience in event planning and effectively being able to manage an event budget, think creatively, and work within a team environment.
- Prior experience with commercial real estate development and brokerage community.
- Competency in Microsoft Word, Excel, InDesign and Adobe Creative Suite.
- Good understanding of public relations and ability to effectively write press releases, articles, and web content.

CORE COMPETENCIES:

- Customer oriented
- Balanced decision making
- Attention to detail
- Developing people/mentor
- Creativity
- Evaluating others
- Proactive Thinking
- Excellent written & verbal communication
- Delegator
- Long range planning
- Realistic goal setting for others
- Results oriented
- Self-management
- Social Media Savvy

HOW TO APPLY:

If you are interested in being considered for this position, please submit the following materials to tarragonjobopportunities@gmail.com:

- Resume
- Cover letter

We are an Equal Opportunity Employer. We consider applicants for all positions without regard to race, color, religion, sex, national origin, age, disability, sexual orientation or gender identity, marital or veteran status, or any other legally protected status.