

Marketing Director

MRD Apartments is seeking a Marketing Director for a key leadership role responsible for developing and executing comprehensive marketing strategies to drive occupancy, enhance brand reputation, and achieve revenue and leasing goals for our portfolio of multifamily properties. This position requires a strategic thinker with a proven track record in multifamily marketing, excellent communication skills and a strong understanding of the industry. The Director of Marketing will collaborate closely with property managers and operations leaders.

Key Responsibilities:

- Collaborate with MRD Leadership to develop both company wide and property specific marketing strategies.
- Provide market research and recommendations for multifamily portfolio.
- Develop and implement marketing plans for new and existing projects in collaboration with operations leaders.
- Oversight of marketing websites for all current properties, new developments and acquisitions.
- Grow and manage the marketing team.
- Lead the overall digital strategy, including SEO, social media, advertising, paid digital advertising, email campaigns and assess new marketing technology and channels.
- Generate weekly marketing and leasing status reports.
- Analyze the effectiveness of marketing campaigns and provide detailed reports on performance metrics, including ROI.
- Create and update marketing materials, including photos, videos, virtual tours, floor plans, brochures, signage, and other collateral.
- Work with internal team to escalate and respond to feedback on all platforms.
- Maintain consistent messaging that aligns with MRD Apartments' brand and core values across all marketing channels.
- Conduct market research to identify trends, opportunities, and areas for growth.
- Travel as needed to various locations for meetings, training, and events.
- Exemplify MRD Core Values of Honesty and Integrity, Team Player, Desire to Grow and Learn, Positive and Enthusiastic, Takes Ownership, and Customer Focused.

Qualifications:

- Bachelor's degree in marketing.
- Minimum of 3 years of progressive experience in marketing, with a focus on multifamily real estate.
- Proven experience in developing and executing successful marketing strategies that drive results.
- Strong understanding of marketing principles and practices.
- SEO/SMO/PPC marketing knowledge.

- Experience with marketing automation tools, CRM systems, lead tracking, and analytics platforms.
- Proficiency in Microsoft Office Suite, Canva, Yardi/Rent Cafe, Meet Elise, Hootsuite and Adobe Creative Suite
- Exceptional communication and interpersonal skills.
- Strong leadership, team management, and problem-solving abilities.
- Ability to travel as required.

Location: East Lansing, Michigan with the ability to travel as needed.

How to Apply: Please submit your resume and a cover letter detailing your relevant experience and why you would be a great fit for this role.

Contact Information: careers@mrdapartments.com

MRD Apartments is a growing residential property management and development company based out of East Lansing, Michigan. We are proud to have been in business for over 50 years, building, owning, and managing our own properties throughout the country. MRD offers a comprehensive benefit program that includes:

- Medical, Vision and Dental Insurance
- Paid Time Off
- 10 paid holidays
- 401 (k) with contribution match
- Flexible Spending Account
- Life Insurance
- Paid volunteer time off
- Referral bonus
- Employee Assistance Program
- Team Member Discounts
- Short- and long-term disability
- Paid Time Off Donation program

MRD Apartments provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.