

Marketing Manager

MRD Apartments is seeking a Marketing Manager with 5+ years of experience in marketing within the property management industry. The ideal candidate will have a Marketing or closely related college degree and a proven track record in creating, executing, and managing marketing campaigns. This role focuses on driving traffic for residential properties using multiple digital platforms such as ILS, Elise AI, and all available lead generation tools, with an emphasis on reporting, analyzing campaign success, and ROI. The Marketing Manager will develop graphics and ensure consistent messaging aligned with MRD Apartments' brand and core values resulting in traffic generation. The successful candidate will have the ability to develop and train teams in remote markets. Some travel is required.

Key Responsibilities:

- Develop and implement comprehensive marketing campaigns and strategies to drive traffic and generate leads for residential properties across various channels including all social media and digital platforms, email, and more.
- Utilize multiple digital platforms and all lead generation tools to optimize marketing efforts and drive results.
- Remain current on social and digital media trends, bringing innovative ideas to the organization.
- Analyze the effectiveness of marketing campaigns and provide detailed reports on performance metrics, including ROI.
- Create and develop graphics for marketing materials to ensure visually appealing and consistent messaging.
- 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.
- Create, monitor, manage and analyze all community marketing and advertising budgets.
- Train and assist remote teams, ensuring effective execution of marketing plans in various markets.
- Maintain relationships with MRD team members resulting in open communication and achievement of sales goals.
- Collaborate with internal teams and external partners to ensure cohesive marketing strategies.
- 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, Business Administration, or a related field.
- Minimum of 5 years of marketing experience in the property management industry.
- Proven experience in developing and training remote teams in remote markets.
- Strong understanding of marketing principles and practices, especially within property management.

- Proficient in using ILS, Elise AI, lead generation tools, and other marketing software.
- Strong analytical skills with the ability to report on and analyze campaign performance and ROI.
- Excellent graphic design skills with experience in creating marketing materials.
- Exceptional communication and interpersonal skills.
- Strong project management skills and attention to detail.
- Ability to travel as required.

Location: East Lansing, Michigan

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