

CA Ventures

Position: Leasing Marketing Manager

<http://www.ca-ventures.com>

We are recruiting for a **Leasing & Marketing Manager** to join our team to lead all sales and marketing initiatives for our student housing community, ensuring all annual leasing goals are met or exceeded and that our residents' experiences are best-in-class. The Leasing & Marketing Manager is the lead sales person of the property, responsible for building and mentoring a strong team of Community Assistants and/or Leasing Professionals who effectively drive prospect traffic, close leases and reach the occupancy goals of the asset. The Leasing & Marketing Manager is a natural people-person, takes pride in their work, and has a sales-mindset that diligently pursues all leads. Reporting to the Property Manager and working closely with the Regional Sales Support Specialists and other corporate team members, the Leasing & Marketing Manager plays an important role in the leadership of the property and has innate leadership and relationship-building skills. The Leasing & Marketing Manager ensures that all CA brand standards are met and leads the digital, social, print and grassroots marketing efforts for the property.

CA Management Services provides best-in-class experiences for student residents living in our communities. We do this by putting people first—both our residents and our employees. We believe in investing in our people through superb training and support, generous employee benefits and perks, and opportunities for career advancement by growing throughout our portfolio.

Your Mission

- Ultimately responsible for meeting or exceeding the occupancy and leasing goals of the community and for ensuring CA brand standards in all marketing initiatives
- Manage and develop the leasing staff, providing constructive coaching on opportunities for improvement and supporting career development

Leasing

- Conduct tours, diligently pursue the close of each sale, perform follow ups, and complete leasing paperwork with prospective residents
- Train and supervise leasing staff to ensure that they are effectively conducting tours and chasing the close of each sale with follow ups, and proper execution of the leasing paperwork
- Set daily leasing strategy for all leasing staff and regularly debrief with the team regarding traffic, prospect objections, and upcoming events
- Maintain daily leasing sheet with current events, promotions, internal competitions, leasing goals, and availability
- Oversee all aspects of the show unit(s), including designing, decorating and making sure the unit(s), tour routes and leasing office are kept in pristine condition.
- Ensure the leasing team has the required sales and marketing materials to complete sales; work with Regional Sales Support Specialists and corporate staff to create and implement specific campaigns and initiatives
- Ensure the leasing office, lease documents, and marketing materials have the appropriate fair housing language and logos

Marketing and Public Relations

- Plan and implement the annual renewal leasing campaign
- Create and implement the annual marketing plan and budget, continually evaluating its success based on preleasing velocity and resident/staff feedback in order to make improvements and adjustments as needed
- Coordinate, staff, and attend all campus events that are related to on or off campus housing
- Partner with local businesses to keep a positive image with the community and provide co-marketing opportunities for residents
- Actively seek information from residents, leasing staff, and prospects regarding the company and report to Property Manager
- Provide ongoing advertising/marketing suggestions throughout the year
- Maintain a positive and professional relationship with residents in order to spread positive word of mouth about the community

Human Resources

- Aid the Property Manager in the recruiting, interviewing, and hiring of all Leasing Professionals and Community Assistants, creating and managing the schedule and leading all new hires' onboardings and trainings

Accounting

- Maintain all lease files, ensuring accuracy, completion, and organization; ensure all executed lease files are entered into the Leasing Directory and Entrata before the end of each business day
- Maintain the overall filing system for all current, future, and in-progress lease files including the physical files, Entrata, the Leasing Directory, and the Parking Directory

- Perform annual file audit under the direction of the Property Manager

Property and Maintenance

- Set a high standard for cleanliness and organization in the buildings and grounds, and ensure staff members at all levels are following the same
- Inform the Property Manager and/or Maintenance Supervisor of any concerns related to the physical condition of the common areas, individual apartment units, or amenity areas
- Conduct inspections of show unit(s) regularly to ensure pristine condition, and resolve any uncleanliness or disorder

Other

- Assist in the Property Manager in spearheading the Turn process
- Complete tasks as assigned by your supervisor

Your Track Record

- Bachelor's degree preferred, or comparable related student housing experience
- At least one year of leasing and sales experience; strong aptitude and interest in a wide range of marketing platforms
- Experience with Entrata or similar systems strongly preferred
- Social media and digital marketing experience strongly preferred
- Experience in the student or residential housing industry strongly preferred

Your Style

- Passionately persistent to get the job done
- True team-player eager to help drive the growth of the business
- Self-motivated, and ability to adapt and learn
- Natural leader and people person who thrives in a fast-paced environment