

Company Overview

Housing Management Resources, incorporated in 2001 is a dynamic, full-service property management company whose approach is 'hands on' professionalism. Our philosophy is to set expectations high for each team member, and then to provide the training and support to foster success. We pledge to do this in accordance with our core values of Integrity, Respect, Enthusiasm, Accountability, Commitment, and Harmony. HMR manages over 5000 apartment homes spanning eleven states with the headquarters located in Quincy, Massachusetts.

We are always on a lookout for talented individuals who work with Integrity, who are Respectful of our corporate culture and mission, who are Enthusiastic about services we provide to our residents and who are Accountable for their actions. We expect our team to be fully committed to our goal of providing high quality affordable living to our residents while preserving Harmonious work environment.

Our Mission Is...

- To strengthen communities by providing the highest quality of affordable living.
- To deliver excellent customer service by understanding our customer's needs.
- To provide each team member with an environment that promotes professional development and rewards both individual and team accomplishments.
- To produce an equitable return on the investments of principles and partners.

Marketing and Training Manager

Job Description

The Marketing and Training Manager will plan and direct the marketing of HMR's properties, products and services and conduct training programs for HMR's employees at the direction of the Vice President of Marketing and Training. This position will assist in creating and maintaining a team of employees and adhere to all policies and procedures as set forth by the Management Company and/or owner.

Essential Duties:

- Establishes strategic marketing plans to achieve corporate objectives.
- Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
- Serves as liaison with outside agencies on ongoing promotional campaigns.
- Participate in weekly marketing watch list calls.
- Participate in monthly occupancy watch list calls.
- Develop resident retention program
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.

- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors and tracks results of marketing programs.
- Conduct training sessions covering specific areas such as on-the-job training, refresher training, etc.
- Works closely with Vice President of Marketing and Training on all marketing, and leasing issues.
- Prepares recommendations designed to increase efficiency and revenues and lower costs for management evaluation
- Responsible for all lease-up properties through stabilization.
- Prepares weekly marketing updates and reports on status of marketing and development.

Job Requirements

Skills and Abilities:

- An energetic, forward-thinking and creative individual with an appropriate professional image.
- Excellent communication skills, both written and verbal.
- An extremely well organized and self-directed individual.
- Must be able to work independently and as a team member
- Ability to relate well with others even while working at a distance without the benefit of personal contact.
- Ability to work in an organized, efficient manner with a high level of accuracy, attention to detail and follow-through.
- Ability to develop and proof training materials.
- Ability to speak effectively in interpersonal situations and before groups of employees.

Experience and Education Requirements:

- Bachelor's degree or 2 to 3 years related experience.
- Minimum 2 years' experience as a trainer.
- Experience in marketing techniques and applying them.
- Knowledge of industry; knowledge of marketing and public relations; advertising.
- Understanding development and construction issues as it pertains to marketing properties.

Salary and Benefits:

- Salary is negotiable based on experience
- BCBS Medical and Dental insurance with Health Reimbursement Account
- Life Insurance paid by the company
- Short- and long-term disability insurance paid by the company
- 401k
- Flexible Spending Plan

TRAVEL:

Travel is required

Don't delay! Send your resume today!

We are committed to ensuring diversity in its workforce and candidates from diverse backgrounds are strongly encouraged to apply. EOE

