



Director, Marketing

Hayman Properties is a fast-paced, fast-growing commercial real estate and management company operating over 1.2 million square feet of commercial office properties throughout the West, Southwest and Northwest United States.

We are currently seeking an experienced Director of Marketing to join our growing company, located in Los Angeles, California. The primary role of the Marketing Director is to design and implement a successful business-marketing plan for the company. This is an entrepreneurial position where being self-sufficient and resourceful is a critical element of success. Additionally, it represents a unique opportunity to contribute to the strategy and growth of the company's portfolio of real estate assets as well as the corporate vision, culture and branding.

Responsibilities include but are not limited to

- Design, implement, and facilitate annual marketing strategies for the organization.
- Support and facilitate development and execution of marketing plans.
- Assist in developing marketing strategy and translate corporate strategic objectives and plans into creative and effective marketing programs and materials.
- Plan and administer the marketing operations budget of the organization.
- Prepare and draft formal business plans, including timelines, budgets, analysis, backup
- Create quarterly newsletters for syndication properties, various funds and company
- Draft and edit materials in accordance with specific project and market requirements.
- Develop and deliver promotional materials, which include marketing print and collateral copies, social media announcements and e-mail campaigns.
- Work with the Director of Acquisitions to develop and administer the marketing database that includes prospect, client and broker information.
- Design e-mail campaigns, social media and websites to drive market activity.
- Manage marketing activities with external public and investor relations agencies.
- Develop and deliver insightful strategies and presentations to senior executives.
- Attend conferences, events and other opportunities to gather market intelligence while exposing the company to the broader industry.
- Research competitors, current business standards and real estate industry news.
- Create and maintain compelling proposal content; design and messaging to be consistent with corporate objectives.
- Assist the business units in meeting marketing goals objectives.
- Report KPIs at meetings as scheduled.

Qualifications

- Bachelor's Degree in Marketing or Business preferred
- 5+ years of experience in a similar role
- Extensive knowledge of and experience in the commercial or industrial real estate industry is preferred
- Strong creative thinking skills and the ability to contribute unique marketing ideas and strategies
- Ability to work effectively as part of a larger team

Hayman Properties compensation and benefits plan includes; highly competitive base salaries, bonus eligibility for many positions, comprehensive medical, dental, vision and life insurance; vacation, additional sick days and paid holidays, as well as regular company events, snacks, coffee, and beautiful offices with views of the Pacific Ocean, mountains and city!

Please send resumes to resumes@haymanadvisorsllc.com