

The CONTI Organization is a real estate investment company that specializes in value-added multifamily real estate in Texas. Since 2008 we have acquired and sold over 7,500 apartment units with plans to actively grow to 20,000+ units (\$2B+ market value). We are a culture-driven, results-focused, stable company looking to strategically add a key new member to our high performing leadership team. Thanks to our team, we have been recognized by Inc 5000 and Dallas 100 for fastest growing companies for 4 consecutive years.

If you are a strategic thinker, a competitive self-starter, you scale your efforts with and through others, and you thrive in a fast-paced work environment, please keep reading

Apply Now: <http://www.cindexinc.com/c/EA04D5>

Role Title: Director of Marketing (reporting to Co-Founder & President)

Your background should demonstrate proven success in creating, delivering and measuring high-impact marketing strategies, plans, programs and campaigns; as well as directing small marketing teams and outside providers.

You should be comfortable in an open, fluid, fast-growth environment and bring an energetic and creative approach to your work, spanning high-level strategy as well as in-the-trenches execution.

Role Purpose:

Increase Brand Awareness 10x and Systematically Generate Qualified Leads

Responsibilities:

Manage Brand Awareness and Lead Generation

- Own, lead and manage all marketing related efforts as part of advancing CONTI along its growth plan.
- Develop and oversee marketing strategy (both inbound and outbound marketing efforts) while executing and managing day-to-day implementation of marketing processes and specific campaigns.
- Own, develop and lead brand positioning, persona development and competition monitoring.
- Responsible for lead generation efforts and related PR activities including newsletter publishing.
- Create and manage an online lead scoring tool, lead nurturing and automated marketing efforts.

- Shape, measure and report on marketing activities with internal data to 1) allow tracking, managing, lead scoring and 2) drive client acquisition programs, including strong recommendations for investor relations improvements.

Oversee CONTI's Marketing Department

- Identify and manage budget, resources and master marketing timelines
- Collaborate with the sales & acquisitions team to ensure cohesive, seamless support and handoffs
- Mentor, support, manage and develop the internal marketing team (currently 1 individual)
- Direct, manage and oversee all external marketing service partners and vendors
- Communicate frequently with CONTI's CEO to ensure consistent implementation of the vision for the company.
- Guide, support and work with a small marketing team in place to:
 - Develop, write, implement, measure and optimize marketing campaigns, content marketing plans, website content and calls-to-action and other marketing efforts to drive new leads and clients
 - Develop collateral and campaigns to support existing and new products and services
 - Oversee turn-key (write, edit, code, release, report) email marketing for newsletters, announcements and marketing emails monthly via Constant Contact
 - Define strategy and oversee social media channels, posts and responses
 - Evaluate and recommend marketing platform cost/benefits
 - Oversee and coordinate PR and event marketing as well as video production efforts
 - Collaborate with sales team to host investor functions such as investor open houses, annual meetings and dinners.

Skills & Experience:

- 8+ years of relevant experience setting marketing strategy, developing marketing plans and managing marketing teams and programs
- MBA with a marketing focus preferred
- Bachelors's degree in marketing or communications
- Marketing experience with REIT's, wealth management, investment companies, hedge funds or other high net worth clients a plus.
- Experience with content, digital, email and social media marketing
- Excellent Excel skills and experience critical, including pivot tables and ROI assessments of marketing efforts
- Knowledge of software and programs: CRM, Constant Contact (or similar), marketing automation
- Experience managing or working with marketing staff and outside providers

- Strong analytic skills and creative ideas
- Excellent written and verbal communication skills
- High level of energy, drive, creativity and curiosity
- Willingness to jump in where needed and flexibility to shift priorities
- Superior organizational skills and ability to juggle multiple projects while meeting hard deadlines
- Comfortable in a small, fast-paced and high-growth environment that's committed to its core values

Why CONTI? Why Now?

- Since 2015, we've doubled in size from 3,000 units to 6,000 units under ownership, with plans to double again in the next 3 years. We've been on the Inc 5000 and Dallas 100 lists for fastest growing companies for 4 years.
- We are passionate about building a healthy, strong company culture for decades to come. We care about growing our people. We have a continuous-improvement mindset, we're always learning. Our leadership team walks the talk.
- The purpose of CONTI is "to benefit the lives of everyone we touch." We recognize businesses must be profitable to survive and thrive AND at the same time we want to make a positive impact to all of those that touch our business -- our team, our investors, our residents, our vendors and our communities/charities.

Why You?

We're looking for that rare marketing person that is strategic and warm but also enjoys digging into the analysis... even if it means creating your own spreadsheets. We're looking for the person that appreciates "presentation," but cares even more about "substance." We're looking for someone that wants to join our high performing team, take on big challenges, and make a positive impact in the world.

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NOTE: DUE TO LARGE NUMBER OF RESUMES WE EXPECT TO RECEIVE, ONLY THE MOST QUALIFIED CANDIDATES WILL BE CONTACTED. WE WILL RETAIN ALL OTHER RESUMES FOR ANY FUTURE JOB CONSIDERATIONS. THANK YOU.