

December 21, 2018

CONTI is hiring!

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 9,400 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 Marketing team. Thanks to our team, we have been recognized by Inc 5000 and Dallas 100 lists for fastest growing companies for 4 consecutive years.

If you are a team player that likes working with data in a fast-paced work environment where attention to detail and accuracy is a must, please keep reading.

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

Role Title:

Marketing Specialist (reports to Marketing Manager, while working closely with Director of Marketing)

Your background should demonstrate proven success in coordinating, creating and supporting high-impact marketing communications, and external events. You should be comfortable in an open, fluid, fast-growth environment and bring an energetic and creative approach to your work.

Role Purpose:

To coordinate and develop marketing content and events in support of the team goals to increase brand awareness 10X while systematically generating qualified leads.

Responsibilities:

Marketing Coordination

- Update, and maintain Marketing and Event calendars.
- Coordinate monthly off-site client and lead generation events
- Maintain positive working relationships with vendor and event partners
- Organize and coordinate internal staff events
- Schedule website and social media content updates
- Coordinate, write and edit content copy, presentation and other marketing materials
- Collaborate with cross-function teams to assist with marketing programs and initiatives
- Provide seamless support to the marketing team and perform miscellaneous administrative duties

Content Development Organization

- Capture business requirements and take creative concepts from ideation to production
- Draft and design graphics for digital and social media marketing, corporate website, organizational communications and print materials
- Ensure brand standards are met for all print and digital collateral
- Coordinate and create quarterly newsletter and performance updates
- Design and produce compelling digital & print marketing and branding solutions
- Design graphics for digital and social media marketing, corporate website, organizational communications and print materials
- Work with Marketing Management to assure consistency in marketing terms, materials, and standards
- Visually communicate key messages through video and infographic creation

Analytics

- Execute, analyze, and report on client feedback surveys
- Assist with CRM maintenance, segmentation, and persona development
- Provide ongoing monitoring of market, competitor, and industry trends
- Lead generation and marketing campaign analytics and reporting

Skills and Experience:

- 3-5 years relevant experience in marketing coordination and graphic design
- Bachelor's degree in Business Administration with an emphasis on Marketing and/or Communications
- Excellent organizational and time management skills
- Excellent verbal and written communication skills
- Proficient with Microsoft Office Programs and Adobe Creative Suite (Illustrator, Photoshop, Acrobat Pro)
- Ability to work independently and to adjust to ever-changing priorities
- Strong web, mobile, and social media aptitude, including LinkedIn and YouTube
- Knowledge of WordPress/SEO and Google Analytics
- Experience utilizing CRM tools and software such as Juniper Square and Constant Contact
- Excellent grammatical and proofreading skills with a high attention to detail

Why CONTI? Why Now?

- Since 2015, we've more than doubled in size from 3,000 units to approx. 7,400 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 creative, analytical, detail and solutions oriented; to ensure the flawless execution of marketing projects. They enjoy the challenge of working within a fast-paced, ever-changing environment and lives to be in the center of the action. 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 THE 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.