

Pace Properties, Inc.

Marketing Associate

Job Description

Pace Properties is a premier full-service commercial real estate firm. This St. Louis company is employee-owned and has been in business for over 30 years with a staff of approximately 55 employees.

General Statement of Purpose:

This is a position that primarily supports the retail brokerage team members in achieving their goals by providing a wide variety of marketing services. This position will also support Pace Properties' corporate by overseeing company-wide marketing materials and collateral. The tasks required of this position will require excellent verbal and written communication skills, excellent organizational skills, superior attention to detail, and the ability to work well with minimal supervision. This position will report to the Company's Director – Brokerage.

Responsibilities of the Marketing Associate:

Strategy, Branding, & Collateral

- Oversee creation and distribution of corporate brand standards to ensure consistent brand activation throughout the organization
- Direct the production of all corporate collateral materials, including all design and copywriting to ensure consistency with the corporate brand
- Design, maintain, & implement templates for company marketing collateral
- Oversee the hiring and selection of marketing vendors & other marketing-related service providers

Corporate Website & Online Marketing

- Spearhead strategy, design, development and copywriting for Pace Properties' corporate website; analyze site traffic and provide recommendations for improvements
 - Work directly with website developers on SEO best practices and security updates
 - Create compelling and fresh content for company website
 - Oversee and assist with daily maintenance of website
- Develop and maintain social media strategy, lead the execution of content marketing initiatives
 - Publish unique content and engage with followers on social media channels, including, but not limited to Instagram, Twitter, and LinkedIn
- Oversee all aspects of email marketing; write, create and distribute email broadcasts and invitations, maintain email marketing contact lists

Marketing Collateral for Brokerage

- Oversee and maintain standard aerials and maps for brokers
- Research, update and maintain area market information for use in company marketing collateral
- Oversee the creation of market/site tour packages and demographic reports for consistency and accuracy
- Work with brokers to develop real estate site selection materials requested by brokerage clients

Public & Media Relations

- Develop a local PR strategy with the goal of securing steady and impactful media coverage that is relevant to our targeted audience
- Write and distribute press releases surrounding corporate accomplishments
 - Oversee the writing and distribution of press releases surrounding client specific accomplishments
- Coordinate media participation opportunities
- Identify and assist in preparing submissions for corporate and individual award opportunities

- Build strong relationships with the press, key contributors, publications and influencers, and manage media relations

Requirements:

- Bachelor's degree in Marketing, Graphic Design, or Communications
- Advanced skills in Adobe Photoshop, InDesign, Illustrator, and Acrobat Pro
- Experience with GIS software (Regis Pro/Regis Online or ESRI)
- Proficient in Microsoft Office
- Strong verbal and written communication skills
- Excellent organizational and project management skills
- Must be able to prioritize and work under multiple deadlines in an efficient manner
- Possess the ability to work both independently and collaboratively
- Experience with social media platforms (Twitter, LinkedIn, Instagram), web site content management systems, and email marketing service providers (MailChimp)
- Strong knowledge of the St. Louis Metro Area, Missouri and Southern Illinois