TITLE: Marketing Director

DEPARTMENT: GROWTH

REPORTS TO: COO

SALARY RANGE: Commensurate with Experience

EMPLOYMENT CLASSIFICATION: Exempt ☒ Non-Exempt ☐

BACKGROUND:
At GROWTH by NCRC, we believe that no matter where you start in life, or the neighborhood you live in, every family deserves the opportunity to own a home, to start building wealth and to enjoy the American Dream. Our mission is to make homeownership possible for more people.

GROWTH by NCRC is fueled by the NCRC Housing Rehab Fund (the “Fund”), a private equity real estate fund focused on rehabbing (and building new construction) single-family houses to provide affordable homeownership opportunities in low- and moderate-income communities or for low- and moderate-income people. The Fund has been operating for seven years and is operating in over 19 cities.

The Fund is an affiliate of NCRC’s Development Corporation and is tasked to carry out NCRC’s signature community development initiative: GROWTH (Generating Real Opportunities for Work Through Housing). Growth Builders LLC employs the individuals who work on behalf of the NCRC Housing Rehab Fund, LLC.

POSITION SUMMARY:
We are seeking an energetic, creative and entrepreneurially-minded Marketing Director to work with the organization’s principals to further GROWTH’s market position and impact, both locally and nationally. S/he will lead the development and execution of a comprehensive marketing and communications strategy that will enhance GROWTH’s brand recognition, publicity and promotional efforts.

Our ideal candidate has strong organizational skills, is comfortable multi-tasking in a deadline-driven environment, a strong work ethic, and a positive outlook. Successful applicants will be proficient in graphic software such as Adobe Creative Suite, Microsoft Office and will be effective communicators and strong writers and editors.

This position reports directly to the Chief Operating Officer (COO).
*Due to COVID-19, all employees are working remote until further notice; this position is not required to be in the DC Metro area, but travel may be required up to 25% of the time.

**ESSENTIAL FUNCTIONS:**

- Develop a cohesive marketing, communications and public relations strategy that is flexible and customizable for GROWTH’s unique audiences and addresses both national and local market factors.
- Identify, recommend and obtain resources needed to execute on the strategy, which may include fundraising, hiring staff and managing freelance contractors.
- Develop annual marketing budget.
- Oversee multiple marketing funnels, including social media, paid advertising and other growth marketing tactics.
- Develop and design marketing kits and print collateral.
- Planning and executing events.
- PR responsibilities including press releases, media relations, influencer engagement.
- Maintain and update website content, including blog administration, listing updates, and testimonials.
- Work with principals to customize presentations for specific investor/donor/corporate prospects.
- Monitor the activities of peer organizations and identify and apply industry trends and opportunities for growth, ensuring the company is following the latest in best practices.
- Provide analytics for marketing campaigns, website performance, and public relations campaigns that measure reach, impressions, PPC, social engagement, share of voice, brand authority, media mentions, lead generation and conversion.
- Conduct customer relationship initiatives including coordinating homeowner welcome packets, surveys and testimonials.

**COMPETENCIES:** *The knowledge, skills and behavioral attributes necessary for acceptable job performance.*

- Superior writing and graphic design skills.
- Advanced knowledge of Adobe Creative Suite and Microsoft Office including Word, Excel, and PowerPoint.
- Ability to recognize trends and remain ahead of them
- Knowledge of digital marketing campaigns and SEO
- Knowledge of platforms like Mailchimp, Constant Contact or Meltwater a plus
- Superior organizational skills.
- Ability to manage multiple projects at once to meet tight deadlines.
- Ability to manage staff and freelance writers, video producers or other contractors.
Superior interpersonal skills and proven ability to work with a team in a fast-paced environment.

Proactive and solution-oriented.

Exceptional content creation and management understanding

Strong and effective communicator, both written and verbally. Proactive in coordinating the flow of information among internal and external parties where appropriate.

Demonstrated commitment to customer service.

Ability to use software to manage projects and schedules.

QUALIFICATIONS:

Bachelor’s Degree required in marketing, public relations, communications, graphic design, digital media, or related field.

6-8 years of relevant experience.

Real Estate experience preferred.

Ability to travel periodically.

Physical Attributes:

Able to remain in a stationary position, often standing or sitting for prolonged periods.

Able to adjust or move objects up to 10 pounds in all directions.

Growth Builders LLC IS AN EQUAL OPPORTUNITY EMPLOYER.

EEO/AA

M/F/D/V