

Venezuela Jobs Expertini®

Marketing Associate (Miami Luxury Real Estate Company)

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Company: Blackbook Properties

Location: Venezuela

Category: other-general

Blackbook Properties is a top boutique, luxury real estate brokerage serving the greater Miami area and the Miami Beaches. We specialize in Miami's best neighborhoods, including Edgewater, Downtown Miami, Brickell and the beaches, from South Beach, Miami Beach, Surfside to Sunny Isles Beach and north into Fort Lauderdale! We are growing and looking for a dynamic and creative Senior Marketing Associate to help lead our direct marketing campaigns and participate in our overall brand marketing efforts and goals. We're a fun, dynamic, and thoughtful team that's driven to expand our market share and brand authority. We're looking for an equally fun, dynamic, creative and driven team member who has a variety of direct skills and experience to create and execute clever marketing projects that improve brand position and presence, as well as help us attract new real estate clients.

Blackbook Properties is founded on the simplest of principles. It's client-first every time. Under-promise and over-deliver. Answer questions before they are asked. Innovate to offer clients things they didn't even know were possible to make their buying and selling process as simple and enjoyable as possible.

The Role

As the company's Senior Marketing Associate, you should feel comfortable with both direct and digital marketing – content marketing, web conversions, email newsletters, print marketing activities (like postcards), client outreach, holiday campaigns, and brand advertising placements, with a luxury focus. You should have a sense of best practices and strategies in

direct marketing as well.

You will be primarily collaborating with our marketing director, graphic designer and the owner of the brokerage (17 years real estate experience and has a marketing and web development background), as well as the general marketing team as needed to help execute tasks and projects both independently and with the help of the rest of the marketing team and third party vendors. If you have graphic design experience, this is a major plus.

The types of projects that we look forward having the experience to lead and execute on include:

- Property Postcard campaigns (e.g., Just Listed, Just Sold, Open House, etc.; neighborhood farming postcards)

- Marketing automations

- Full circle marketing/sales funnels

- Property marketing

- Relationship marketing

- Contact segmentation and targeting

- Email marketing campaigns (in coordination with our content marketing team as needed)

- Drip campaigns (buyer, renter and seller drip campaigns, help manage triggers for automation within CRM)

- Maintain client databases and coordinate and execute on high-touch client marketing plans, including closing/home anniversary gifts, holiday/birthday cards, emails, etc. (sphere of influence marketing)

- Campaign performance and tracking (along with CEO and other team members)

- Agent recruiting campaign (facebook, video, drips, etc).

- Brand advertising

- Participate in \$400,000+ annual marketing budget

Track and report KPI's on various aspects of marketing

We have a lot of great marketing going. We have plenty of amazing things planned to take us to the next level, and we have excellent colleagues and resources to help push everything forward. But we also need you! So, here are some resourceful team members you'll be working with:

Director of Marketing (full-time, in-house)

Editor of our site condoblackbook.com (full-time, in-house)

Social Media Manager (full-time, in-house)

Video Content Manager & Editor (full-time, in-house)

SEO Manager (full-time, in-house)

Multiple content writers (contract)

Videographer (monthly retainer)

Graphic Designer (monthly retainer)

Senior Brand Designer (contract)

SEM/PPC manager (monthly retainer)

Web Development Team (monthly retainer)

Ideal Profile

You have at least 2-3 years experience ideally in Digital Marketing and Marketing Communications within the Luxury industries or the Real Estate industry.

You are fluent speaking, writing, working and creating in English. You are able to work in the EST.

You possess excellent communication skills, are organized and able to multi-task effectively.

You have working knowledge of creating Direct Marketing campaigns and collateral, as

well as Digital campaigns, including setting up and tracking email campaigns, holiday gifts, etc.

You have basic graphic design skills and can help set up and layout postcards, emails, work with images and collaborate with our graphic designer with minimal oversight.

Knowledge of Miami would be a strong advantage.

You are a strong networker & relationship builder, and are not afraid to make calls, roll up your sleeves, etc.

You're creative, design-driven, pay strong attention to detail and take pride in delivering your work that is of a high standard.

You are a strong team player who can manage multiple stakeholders.

You enjoy a collaborative, hard-working team environment where you are always learning and supported.

Benefits:

15 days paid vacation plus 7 federal U.S. holidays off

Bonuses available based on performance

Learn more about us here:

<https://www.condoblackbook.com>

<https://www.condoblackbook.com/blog>

<https://www.youtube.com/@blackbookproperties>

If you have the skills, experience, interest, and growth mindset that you think will be a good fit for this position and company, then we invite you to please submit your resume and cover letter. We look forward to meeting you.

What's on Offer?

Opportunity within a company with a solid track record of performance

Fantastic, collaborative work culture with international team

Strong opportunities to progress your career

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