

# Real Estate Marketing Manager Job Description

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- Achieving full rental occupancy by advertising, filling vacancies, conducting tours, drafting lease documentation, negotiating lease agreements, and enforcing lease terms
- Developing and implementing strategic marketing and sales plans and forecasts to achieve corporate objectives for products and services
- Promoting property through marketing initiatives, and maintaining social media presence at property level and at a corporate level
- Updating knowledge of sales related legal documentation and property management, as well as updating and managing social media profiles
- Maintaining accurate information on company website, and designing promotional web landing pages to track effectiveness of other marketing initiatives
- Providing guidelines and guidance to personnel on the application of procedures, and monitoring and following up on specific tasks and project deliverables
- Drafting press releases, representing the company to media outlets, developing annual forecasts, and seeking to minimize marketing expenses
- Managing overall sales and marketing activities that include market research, sales presentations, analysis of sales and marketing trend, and advertising and marketing promotional events.