



## **Brand Associate Role Description**

### ABOUT MAJOR

Major is a vertically integrated creative agency that services Kushner Real Estate (KRE). KRE is a leading real estate developer headquartered in Jersey City, NJ, with nearly 15,000 apartments under management and thousands more in the pipeline. With an eye towards long-term asset ownership, their focus is on quality of design, construction and resident experience.

Over the last two decades KRE has brought the entire development process: acquisition, entitlements, construction, leasing and management, in-house. Major was founded in 2019 to service the growing creative needs of KRE. Beginning with architecture, Major has branched out to control all creative decisions at KRE from site / master planning, architecture, interior design, branding, marketing, asset management, asset programming and digital presence.

### ABOUT THE ROLE

Major is tasked with defining a direct-to-consumer brand for all existing and future KRE assets. The Brand Associate will support the Brand Team in creating and elevating the operations, spaces, experiences, and partnerships within brand properties. The Brand Associate will be an integral part of a small team that is building a brand from the ground up.

### **ROLES & RESPONSIBILITIES**

- + *Offer team support in the following areas:*
  - + Quality assurance and/or implementation of brand standards across the portfolio, e.g. checking signage, tracking and delivery of items, amenity spaces, etc.
  - + Liaising with property teams in relation to events, partners, and resident communications.
  - + Manage the request system to and from properties and ensure issues and needs are being addressed.
  - + Manage the resident community app on the back end
  - + Monitor comments and feedback across channels (Google reviews, social, etc) and report on issues that need attention. Draft responses to resident reviews.
  - + Identify issue areas among residents and recommend where action may be required.
  - + Setting up and assisting photo shoots on site, and maintaining organization of brand assets.
  - + Event planning and execution assistance.
  - + Research and presentation of data.
  - + Ordering brand merchandise and products.

- + Miscellaneous tasks as they come up - we are a new team that is building from the ground up!

#### ABOUT YOU

- + Preferred degree in Communications, Marketing, Design, or Architecture
- + A love of genuine hospitality and customer service. Here, our customers are the residents and staff.
- + Keeping to deadlines and balancing / prioritizing a long pipeline of projects
- + Strong written and verbal communication skills
- + A self-starting attitude and an open outlook
- + Competent in Adobe Creative Suite including InDesign, Photoshop, and Illustrator (preferred)
- + Competent in Google Workspace
- + Impeccable attention to detail and eager to learn
- + Based in Jersey City, Hoboken, or Bayonne (strongly preferred)
- + Available for a Full Time role and able to meet in person in Jersey City on Tuesdays and as needed
- + 2-3 years of experience

#### HOW TO APPLY

Email current resume and cover letter to [jobs@itsmajor.com](mailto:jobs@itsmajor.com), with "Brand Associate Application" as the subject line.

