



Marketing Manager 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

The Marketing Manager will support the Brand Team in creating and elevating the operations, spaces, experiences, and partnerships within brand properties. The Marketing Manager will be an integral part of a small team that is building a brand from the ground up.

ROLES & RESPONSIBILITIES

- + *Social Media*
 - + Create and update editorial calendar in accordance with brand social media guidelines
 - + Schedule posts and engage with audience in comments, DMs, etc
 - + Track performance of social media across all channels through regular reporting
- + *Website*
 - + Assist in copywriting, editing, and monitoring of website content
 - + Update website as needed (adding photos, copy, etc)
 - + Monitor site for consistencies and issues as well as proper photo representation
- + *Outreach and Communications*
 - + Liaise with marketing partners to analyze spend, strategy, and ROI
 - + Assist in management and communications with building and brand lifestyle partners
 - + Help create and manage newsletters and event invites on Mailchimp, Eventbrite, and other communications software
 - + Manage the community app on the back end

- + Monitor comments and feedback across channels (Google reviews, social, etc) and report on issues that need attention
- + Identify issue areas among residents and recommend where action may be required
- + *Surveys*
 - + Assist in building surveys for residents and stakeholders
 - + Help organize survey administration and responses
- + *General Team Support on:*
 - + Setting up and running photo shoots on site
 - + Event planning and execution
 - + Presentations
 - + Research and Data
 - + Ordering brand merchandise
 - + Reporting
 - + Miscellaneous tasks as they come up

ABOUT YOU

- + Degree in Communications or Marketing (preferred)
- + 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
- + 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, with “Marketing Manager Application” as the subject line.

