

CPEX Real Estate

Communications and Social Media Manager

Named one of Real Estate Forum's "Fastest Growing Companies" in 2015, CPEX takes this collaborative approach to servicing its clients and community. CPEX Real Estate has a unique operating platform where each team focuses on one particular property type. This assures property owners, business owners, and real estate investors will have the most knowledgeable and experience team working together to achieve their real estate objectives. For more information, see www.cpexre.com

Job Description

Social Media

The individual will implement the company's Social Media marketing. This includes content strategy, develop brand awareness, generate inbound traffic and cultivate leads and sales. Manage Social Media marketing campaigns and day-to-day activities including:

Curate relevant content to reach the company's ideal customers. Create, curate, and manage all published content (images, video and written). Develop and expand community and/or outreach efforts. Oversee design. Compile report for management showing results (ROI). Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics. Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Press & Outreach

Assemble weekly press stories. Generate list that provides an overview of stories that CPEX is looking to develop, those in pipeline, and those that have been published.

Build and maintain the CPEX Real Estate press files. Read through publications to see where reporters/writers are focusing on. Canvas staff regularly for potential stories that can be pitched. Coordinate an aggressive outreach to forge stronger relationships with reporters – work to build up CPEX reputation as a source for research, data, and advisory.

Track relevant meetings of business improvement districts (focus on Brooklyn & Queens) and other economic development organizations where it makes sense for CPEX to be more involved. Make pitches for CPEX to present at respective meetings on trends and recommendations to strengthen retail corridors.

Collect information and assist with the development and processing of publications including the Quarterly Newsletter, Brooklyn Retail Report, and collateral used for special conference or Annual ICSC events.

Organize the Monthly Leadership Breakfast Series bringing in speakers from the Real Estate industry, BID leaders, and government officials.

Qualifications and Experience

The individual is a highly motivated with experience and a passion for designing and implementing the Company's content strategy, creating relevant content, blogging, community participation and leadership.

Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience. Demonstrates creativity and documented immersion in Social Media. (Give links to profiles as examples).

Experience sourcing and managing content development and publishing. Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.

Displays in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, etc.) and how each platform can be deployed in different scenarios.

Maintains excellent writing skills. Displays ability to effectively communicate information and ideas in written and video format. Team player with the confidence to take the lead on projects. Possesses functional knowledge and/or personal experience with WordPress.

Compensation: \$60K with benefits

Email resume to rwalsh@cpexre.com