



## **Lauth Communities**

### **Marketing and Resident Experience Specialist**

Lauth Communities seeks an experienced and dynamic individual who will support the creation and implementation of all corporate and property marketing plans. The ideal candidate will also be responsible for analyzing and monitoring marketing program performance to elevate customer experience and meet company and property performance goals.

This role requires a creative, strategic, and tech savvy thinker who can manage multiple tasks simultaneously. The marketing professional will be expected to prepare and present ideas and deliverables on a regular basis and ensure that Lauth Communities is leveraging best in class marketing strategies.

### **Objectives of this role**

- Support leadership in delivering effective programs that achieve company and client objectives.
- Assist with initiatives that drive brand awareness, leasing objectives, and day-to-day execution of marketing campaigns, promotions, and sales support.
- Support the development of sales and marketing materials, adapting scopes, timelines, and deliverables for maximum benefit.
- Continually develop marketing skill set and engage in ongoing company associate education.

### **Responsibilities (Internal)**

- Support the corporate management team in maintaining marketing standard operating policies and procedures.
- Analyze property performance data as it relates to property & teams' sales – i.e., incoming traffic, prospect & applicant communication, conversion ratios, shop, and call scoring, etc.
- Analyze property marketing performance data – i.e., lead sources, ILS sites, click advertising, general advertising ROI, etc.
- Develop sales, marketing, and social media strategies and assist with training, implementation, compliance, and ongoing mentoring and coaching (this would include standard email sales templates, promotions, email marketing campaigns, etc.).
- Assist with general Sales & Leasing training programs.
- Oversee all Property Websites – update periodically for accuracy, updates, and alignment with brand standards.
- Support new property marketing transitions.
- Oversee property signage, marketing collateral & branding orders, etc.
- Manage properties' online reputation and reviews and implement strategies to boost participation.
- Create and manage prospect, applicant, and resident survey programs.
- Assist with new construction development marketing and common area programming and design.
- Assist with existing property clubhouse and amenity package design and reprogramming as needed.
- Develop resident engagement initiatives and events that promote community involvement and foster relationships with residents.



- Develop a Resident Perks Program and establish and maintain relationships with local businesses and vendors.
- Expand corporate partnerships and develop Preferred Employer programs.
- Recommend ancillary income opportunities, new innovations, and marketing partnerships.
- Assist with resident retention strategies to minimize turnover.
- Create property standard operating procedures for branding, templates, folders, pages for each property.
- Manage AI initiatives.
- Assist with the rollout and development of a CRM platform.
- Assist with 2025 internal marketing programs furthering our employment engagement initiatives.

### **Required skills and qualifications**

- Three to five years' experience in multi-family marketing, sales, or advertising.
- Direct experience in developing campaigns and promotions.
- Proven success in a fast-paced demanding environment, working both individually and as a team member.
- Exceptional communication and presentation skills.
- Strong attention to deadlines and budgetary guidelines.

### **Preferred skills and qualifications**

- Bachelor's degree (or equivalent) in marketing, business, or related field.
- Professional certification (ex: Professional Certified Marketer).
- Experience in content development and website design.
- Experience with relevant markets and trends.
- Established media contacts.