



Subject: Job Descriptions
Policy No: JD-10

POLICIES AND PROCEDURES

POSITION OF LEASING/MARKETING DIRECTOR

Revision and Effective Date: 2/06

REPORTS TO: MANAGER

The purpose of this job description is to communicate the responsibilities and duties associated with the position of LEASING/MARKETING DIRECTOR. While the following information should be considered a comprehensive description of this position, it should also be noted that some responsibilities and duties might not be specifically addressed. Our company emphasizes a TEAM APPROACH and expects every person to perform any reasonable task or request that is consistent with fulfilling company and client objectives. **It is imperative that you review closely these duties, skills and physical requirements and that you understand that by signing the Job Description Acknowledgement, you are verifying that you can perform all the duties, have the skills and possess the physical abilities necessary to perform the job as described.**

JOB SUMMARY

The LEASING/MARKETING DIRECTOR is responsible for the property's marketing, leasing and resident retention programs and personnel. These duties include establishing and executing a property marketing plan; ensuring that rental rates and concessions are appropriate; hiring, training and supervising of leasing consultants and coordination of all resident retention programs including renewals and resident functions. The LEASING/MARKETING DIRECTOR is very enthusiastic and energetic person who is constantly promoting the property amenities and benefits to the community, prospects and residents. The LEASING/MARKETING DIRECTOR will contact a person of higher authority should any situation warrant an action or decision not included in his or her duties and responsibilities.

RELATIONSHIPS

- Reports to Manager.
- Maintains relationships with those in the community (employers, locators, advertisers, etc.), prospects and residents.
- Supervises leasing personnel.
- Maintains relationships with other departments within the company including accounting and corporate.

WAGE/HOUR STATUS

Non-Exempt (hourly)

DUTIES AND RESPONSIBILITIES

Conducts all business in accordance with company policies and procedures, Fair Housing, Americans with Disabilities Act, Fair Credit Reporting Act, and all other laws pertaining to apartments.

Marketing

- Establishes, executes and maintains a Marketing Plan for the property. The Marketing Plan shall include the following
 - Define Competition and Market Trends
 - Market Survey/Rental Rates
 - Concession Program
 - Market Ready Inventory/Models/Show Units
 - Advertising
 - Outreach Marketing (Preferred Employers, Locators, etc.)
 - Cost v. Benefit Analysis/Incentive programs

EDUCATION/TRAINING

- High School Diploma or equivalent preferred.
- National Apartment Leasing Professional (NALP) desired.

PHYSICAL REQUIREMENTS

- Stand and walk or sit alternatively depending on specific needs of the day. Estimate 70% of time is spent on feet and 30% sitting at desk.
- Constant need (66% to 100% of the time) to perform the following physical activities:

Bend/Stoop/Squat	Pick up litter, filing
Climb Stairs	Inspect and show community
Push or Pull	Inspect and show community, open and close doors
Reach Above Shoulder	Inspect community, store/retrieve supplies
- Constant need (66% to 100% of the time) to perform standing and walking activities related to inspecting and presenting property.
- Constant need (66% to 100% of time) to perform the following physical activities:

Writing/Typing	Corporate, inter-office, resident communications
Grasping/Turning	Telephone, doorknob use
Finger Dexterity	Typing, operation of office equipment
- Lifting/Carrying (paperwork, deliveries, files, miscellaneous):

Over 25 lbs.	Rare need (less than 1% of the time)
20 lbs. – 25 lbs.	Occasional need (1% to 33% of the time)
Less than 20 lbs.	Frequent need (33% to 66% of the time)
Under 10 lbs.	Constant need (66% to 100% of the time)

VISION REQUIREMENTS

- Constant need (66% to 100% of the time) to complete forms, read and review reports, answer a wide variety of correspondence, view computer screen. Frequent need to see small detail.
- Constant need (66% to 100% of the time) to see things clearly beyond arm's reach; e.g. inspecting and showing community.

HEARING REQUIREMENTS

- Constant need (66% to 100% of the time) to communicate over telephone and in person with prospects, residents, vendors and corporate office staff.

SPEAKING REQUIREMENTS

- Constant need (66% to 100% of the time) to communicate over telephone and in person with prospects, residents, vendors and corporate office staff.

MENTAL/EMOTIONAL REQUIREMENTS

- Must be able to work in a fast-paced and customer service-oriented environment.
- Performs duties under pressure and meets deadlines in a timely manner.
- Works as part of a team, as well as completes assignments independently.
- Takes instructions from supervisors.
- Exercises problem-solving skills.
- Interacts with co-workers, supervisors, guests and the public in a professional and pleasant manner.

DRIVING/TRAVELING REQUIREMENTS

- Occasional need (1% to 33% of the time) to utilize personal transportation to inspect apartment property and surrounding neighborhood, make trips to locators, advertisers and preferred employers and also visit the corporate office.
- Must have valid driver's license and automobile insurance.

WORKING ENVIRONMENT

- Indoors (66% to 100% of the time); frequently outdoors, all conditions (33% to 66% of the time).
- Occasional exposure (1% to 33% of time) to paint fumes, solvents, adhesives, etc.

REASONING DEVELOPMENT

- Moderate. Must be able to apply principals of logical thinking to a variety of practical situations and accurately follow standardized procedures that may occasionally call for minor deviations. Needs to think rationally beyond a specific set of instructions.

SAFETY RESPONSIBILITIES

- Learns and complies with all company safety rules.
- Uses appropriate safety equipment at all times.
- Immediately reports all unsafe conditions to supervisors.
- Must be familiar with all safety features or equipment, machinery, or materials encompassed by job duties.
- Must check with supervisor if there is a question as to the safe procedure to be used for any job function.

SKILL TESTING

Marketing Director must complete the following tests:

- Spelling (no more than seven wrong)
- Math (no more than four wrong)

ADDITIONAL REQUIREMENTS

- Employees must fulfill the performance standards of this position and comply with policies, rules and procedures of the company, including those set out in the Employee Handbook, or otherwise communicated (verbally or in writing) to employees.
- This job description is intended to describe the general nature and work responsibilities of the position. This job description and the duties of this position are subject to change, modification and addition as deemed necessary by the company. Employees are required to comply with supervisory instructions and perform other job duties, responsibilities and assignments requested by supervisors, managers or other company officials.
- This job description does not constitute an employment contract between the company and any employee.
- The job responsibilities of this position may include cross training in other functions or positions to ensure satisfactory operation of the department or work area.

EMPLOYEE ACKNOWLEDGEMENT

I acknowledge that I have received a copy of the LEASING/Marketing Director job description and understand that it is my responsibility to read and understand it. I understand that this job description may be used as a tool to evaluate the performance of my duties. If I have any questions about this job description or my job duties, I understand that I should ask my supervisor or department manager.

Employee Signature:	Date
Printed Name:	
Regional Manager:	Date: