

The Davis Companies
Marketing Associate – Part-Time (24 hours/week)

TITLE: Marketing Associate

COMPANY: The Davis Companies (www.thedaviscompanies.com)

LOCATION: 125 High Street, Boston, MA

REPORTING RELATIONSHIP: Director of Marketing and Communications

COMPANY BACKGROUND: Committed to excellence in both investment performance and operations, The Davis Companies was founded in 1976 and has earned a reputation for integrity, creativity and excellence, making it one of the premier integrated real estate investment, development and management firms in the Eastern United States. Headquartered in Boston and with offices in New York, Pittsburgh and Norwalk, CT, the company has a team of 100+ dedicated professionals who have invested more than \$4 billion in gross asset value through real estate equity, debt, and fixed-income securities. A unique combination of capital markets, development and management expertise allows The Davis Companies to nimbly tackle complex opportunities. Directly, and with its valued partners, The Davis Companies currently owns a real estate portfolio of approximately 12 million square feet of office, multifamily, retail, hospitality, light industrial, healthcare and bioscience properties. For more information on The Davis Companies, please visit <http://www.thedaviscompanies.com>.

POSITION SUMMARY: Reporting to the Director of Marketing and Communication, the Marketing Associate is responsible for assisting with the development and execution of marketing programs that will enhance the firm's corporate and property awareness in the marketplace. This includes assisting with strategic and tactical initiatives that increase brand awareness, digital/social media presence, internal and external brand communication and tenant/investor relationship management.

RESPONSIBILITIES:

- Assist in tactical execution of the corporate brand messaging, imaging, advertising, promotional decks, newsletters, e-blasts and targeted external communication.
- Assist with creating, designing, updating and posting all social media assets to the company and property websites as well as enhance and create content for digital/social media channels. This includes graphics and video editing capabilities.
- Assist in deploying marketing events designed to promote thought leadership and community relations through targeted events. This includes live event coordination throughout the year.

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- Assist in the coordination of property tactical marketing programs including: collateral material, content development, fact sheets, photography and event production and budgeting.
 - Assist with website updates utilizing WordPress to modernize images, structure and graphics.
 - Assist with media relations including monitoring, data collection, coordination and dissemination of press releases, as needed.

QUALIFICATIONS:

- Bachelor or Master's degree program with experience in marketing, communications and technology.
- Demonstrated success in development and execution of marketing programs that leverage a range of outbound and inbound strategies, as well as a variety of channels.
- 3 - 5 years' experience in digital media, basic photography, graphic design and video editing are a must.
- Flexible, creative thinker who is open to new ideas and changing priorities within a fast-paced organization.
- Strong project management skills and the ability to manage stakeholder expectations.
- Strong working knowledge of marketing design, automation and CRM tools including: Word Press, Adobe Photoshop, Adobe Creative Suite, Excel and video editing software such as iMovie/Movie Maker.

We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), national origin, age (40 or older), marital status, sexual orientation, gender identity/expression, citizenship, real or perceived disability or handicap, genetic predisposition, veteran status, and/or any other protected category in accordance with applicable federal, state or local laws.