

## **MARKETING COORDINATOR**

### **Job Description**

Calkain is seeking a Marketing Coordinator to serve as valued member of our marketing team for all marketing and communications efforts on behalf of the organization. The person assuming this position will need to gain an understanding of the Net Lease industry and its competitive landscape. This position reports to the Director of Operations and interacts closely with the marketing department and brokerage team. This is a full time position located in our firm's headquarters in Herndon, VA. Provided below is a list of key responsibilities, but by no means is it meant to be a comprehensive list of the Marketing Coordinator's responsibilities.

### **KEY RESPONSIBILITIES**

#### **Brand Development and Messaging**

- Utilize Calkain brand and style guides (messaging and visual identity) in the production of all marketing efforts, inclusive of advertising and corporate materials
- Provide graphics support to assist in the preparation of all company collateral to include Offering Memorandums, brochures, flyers, etc., adhering to brand guidelines
- Provide assistance in maintaining Calkain's website content and SEO efforts

#### **Corporate Communications, Public Relations and Online Presence**

- Assist with the creation and distribution of e-blast campaigns in support of corporate communications, providing regular distribution of company portfolio and individual listing initiatives, Calkain research, and marketing materials through use of client database
- Oversee proprietary client database and continually update as needed. Search out and implement effective methods to grow database. Stay current with best methods to maintain subscriptions and acknowledgements for new subscribers
- Integrate strategies across platforms and serve as point of contact for all media relations
- Establish process to write and distribute press releases and conduct media outreach
- Manage editorial calendars and align Calkain as resource for media articles and industry panels
- Work with Director of Operations to implement plan for corporate communications, providing regular distribution of company portfolio and individual listing initiatives, Calkain research, and marketing materials through use of client database
- Provide content for company net lease blog
- Assist with social media efforts as needed
- Provide monthly reporting on all communications efforts

#### **Events**

- Assist with company tradeshows, industry events and webcasts, including planning, promotion, logistics and all supporting materials
- Attend various industry events to provide on-site support and presence
- Assist with the planning, promotion and execution of all company functions for both internal and external guests, such as client parties or employee events/retreats

## **QUALIFICATIONS**

- Bachelor's degree in marketing, graphic design or related field, required
- Minimum 2 years' experience, preferably in commercial real estate
- Excellent written and verbal communications skills, and solid relationship management skills
- Adobe Creative Suite, particularly strong with InDesign
- The successful individual will demonstrate an ability to work in a collaborative team environment as a leader, team member and professional role model

## **PHYSICAL DEMANDS**

- Occasional travel required
- Must be able to lift up to 50 lbs to deal with promotional products and tradeshow setup

Calkain Companies, LLC offers a comprehensive benefits package including health, dental, and life insurance, paid vacation and other benefits. We are an Equal Employment Employer that values workplace diversity.