



Posting for Marketing/Social Media Assistant:

Lombardo Property Management, LLC (LPM), is looking to hire a fulltime marketing/social media assistant to join our team at our main office located in Shelby Twp. We are looking for an ambitious, creative, and tech-savvy person to assist our on-site teams in creating marketing campaigns that brand company growth and increase awareness to our communities. Ideally this person will be experienced in using social media for business, google for business platform, along with Microsoft and Adobe suites to curate marketing material.

Responsibilities:

- Creating high impact social content in order to drive prospects to our webpages and into our communities.
- Utilizing text, image and video content across multiple Social Media Platforms to establish our brand and market to potential renters.
- Monitoring CRM, SEO, and our brands reputation online.
- Work with team to respond and address Resident Surveys and programs (i.e. SatisFacts, Apartment Ratings).
- Maintain all ILS (Internet Listing Services) along with website content for all sites and LPM.
- Leasing to prospects on part-time basis and lead management at communities.
- Conduct market research and analyze consumer ratings/reports.
- Assist in the organization of promotional events and campaigns to facilitate the success of the LPM brand and its individual properties.
- Perform Market Studies and shop competitive properties in submarkets.
- Develop copy for print and digital marketing material.

Qualifications:

- A high school education or equivalent is required (college hours preferred)
- Experience across social media, web design, and multifamily software platforms (i.e. AMSI, Entrata, etc.), with a goal of increasing brand awareness, engagement and growth.
- Tech-savvy with a passion for storytelling.
- Highly organized with the ability to manage more than one project at a time.
- Quick learner with a sharp eye for detail.
- Multifamily and leasing experience preferred.
- Knowledge of web analytics tools like Google Analytics.
- Experience using WordPress or other web design software.
- Excellent verbal and written skills with the ability to communicate with advertising partners, community prospects, and current residents.
- Must be able to work a flexible schedule and be able to travel between communities for marketing and leasing purposes.