

## Marketing Coordinator

A successful candidate will work with cross-functional partners of all five of Cambridge's internal subsidiaries, the executive leadership team and external clients to ensure cohesive campaigns that fit branding guidelines. You will influence across all levels, take feedback, and incorporate it quickly. Additionally, you will contribute to projects outside of your core role to help advance the team's goal.

### Company Overview

Cambridge provides real estate services to institutions, investment partnerships and individual owners to comprehensively address the challenges of today's real estate market. Since 1983, Cambridge and its subsidiaries have successfully provided property management, leasing and construction management services to approximately 5.38 million square feet of office, R&D and industrial space.

### Tasks:

- Own and lead the development and execution of multi-channel campaigns coordinating with all subsidiaries of Cambridge including Leasing, Acquisitions, Construction, Development and Property Management
- Develop strategic content based on industry knowledge, market research, and understanding of client and company priorities
- Serve as brand steward, ensuring consistent corporate messaging and image use throughout print, e-marketing, promotional materials and events
- Design and launch marketing campaigns and collateral (brochures/flyers, webpages, signage, direct mail, social media, digital and print advertisements, etc.)
- Prepare written materials to include investment marketing copy, business communications, reports, press releases, quarterly advertisements and presentations
- Manage relationships with media partners, vendors and creative agencies to develop and execute tactical strategies and campaigns
- Set and monitor key performance indicators for marketing campaigns and continuously track, report, and optimize to achieve established business goals
- Prepare and manage annual marketing budgets

### Minimum Qualifications:

- Bachelor's degree in Marketing or Communications; or related field
- Minimum of 2 years of experience in a multi-channel marketing role (marketing, advertising, brand management, social media and event planning)
- Experience in the real estate; or related industry is preferred
- Experience in marketing automation
- Strong analytical skills
- Exceptional written and oral communication skills

- High level of professionalism and demonstrated leadership
- Proven collaborator and team player

## Technical skills:

- Microsoft Office 365, Google Analytics, Adobe Creative Suite, and CMS platforms

## Preferred Qualifications

- Ability to work well independently and as part of a team in rapidly-changing environments, maintaining good judgment and prioritizing tasks appropriately
- Experience developing and deploying regional marketing communications strategies
- Experience working across departments of an organization, with communication, presentation, and creative problem-solving skills
- Experience with Google Analytics, paid digital advertising, content marketing, social media, and SEO