



DIRECTOR OF MARKETING

ERES COMPANIES

To be based, preferably, in Gulf Coast of Florida, but open to Denver, CO Market

COMPANY OVERVIEW

Founded in 2014, ERES Companies is one of the fastest growing and unique real estate firms in the world. Unlike other commercial real estate service providers, ERES provides a truly vertically integrated approach to meet a multitude of real estate needs seamlessly controlling projects from start to finish. Leveraging the comprehensive power of our service lines, we are enabled to research, analyze, and provide the most efficient, cost-effective solution available for our client's real estate investments. This translates to peace of mind in knowing that their needs, timeline, and budget are being considered at every phase of their project. Our collective commitment to excellence, hard work, and creativity has resulted in a rapid firm expansion that has led ERES to complete thousands of successful projects both domestically and internationally, represent over five million square feet of commercial space and more than \$3 billion in inclusive real estate value, and manage over 6,500 multifamily and industrial units.

Our sophistication and expertise, combined with our small company values and client-centered approach, have provided us opportunities to partner with best-in-class, global corporate clients, including several Fortune 500 companies, in solving some of their largest and most challenging real estate issues. ERES is currently comprised of over 150 dedicated professionals working tirelessly to provide the finest all-inclusive real estate services in key secondary and tertiary markets across the globe. Always opportunistic about expanding operations, we have eleven domestic and international office locations in Denver, CO (headquarters), Sarasota, FL, Williston, ND, Bozeman, MT, Grand Junction, CO, Fort Worth, TX, Houston, TX, Midland, TX, New York, NY, Washington DC, and Neuquén, Argentina.

THE OPPORTUNITY

Job Summary

ERES Companies is on an explosive growth trajectory and this role presents a dynamic opportunity to concept and lead marketing efforts on a corporate, divisional, and large-scale commercial development level.

As a divisional leader, the Director of Marketing will support current and future marketing and communication efforts for the firm, its service lines, its clients, and its investments. This includes our exponentially expanding investment and development platform ERES Capital which has several high-profile commercial development projects in the pipeline.

The successful candidate will be a driven and innovative jack-of-all-trades with exemplary communication and organizational skills. They will have an inherent desire to adeptly direct large-scale marketing, branding and business development strategies while also focusing on the day-to-day details related to the development and dissemination of high-impact marketing deliverables and campaigns.

Essential Duties and Responsibilities

- **Marketing Strategy:** Work with members of the ERES leadership team to create and drive all facets of marketing strategy. Serve as the key marketing “guru” providing insights into potential marketing opportunities and pitfalls.
- **Content Creation and Copywriting:** Conceptualize, research and compose engaging and dynamic copy for various firm materials to be utilized across a variety of marketing channels including, but not limited to: Website, social media, press releases, brochures, offering memorandums, proposals, email marketing, blogs, thought leadership contributions, award submissions, speaking abstracts, and more.
- **Proposals:** Create high impact proposal documents and accompanying documentation often with tight deadlines. Engagement with proposals to include strategic content development, layout and design, creation of relevant graphics to support key themes.
- **Visual Brand Management:** Influence the direction and execution of all visual branding for ERES and its affiliated companies/brands including logo development, website creation and modification, signage design and development, etc. Manage the dissemination of the visual brand via appropriate channels to internal and external ERES customers.
- **Social Media Growth and Strategy:** Drive and grow social media engagement for the company and its affiliated brands including content (written and visual), engagement strategy, and overall management of social media channels. Establish meaningful links between social media and other marketing tools including the ERES website and client deliverables.
- **Public Relations and Third-Party Alliance Management:** Create and manage public relations strategy including maintaining and growing a market and product specific media contact database, establishing relationships with local media contacts, researching opportunities for print, online and social media articles and guest blogs, developing and promoting the ERES online thought leadership strategy, exploring speaking engagements for various ERES leadership team members, and managing award submissions and nominations.
- **Deliverable Management:** Work with internal teams to ensure that property-specific and business line deliverables are high quality, meet client expectations, timelines and leverage all available marketing channels to reach the target audience
- **Jack-of-All-Trades Marketing Support:** Engage in a variety of additional marketing, branding, advertising, public relations, social media and other tasks as needed.

Position Requirements: Skills & Experience

- Highly collaborative leadership style with strength in responding quickly and effectively to evolving situations.
- Broad functional experience in the areas of marketing, strategic planning, business and market development, market research, and content creation.
- Experience creating and implementing brand awareness and engagement programs to drive business using traditional and non-traditional marketing channels.

- Dives into a diverse array of projects with a positive attitude and eagerness to produce high quality deliverables and outcomes.
- Possesses exemplary professionalism including phone etiquette, manners, appearance, attitude and integrity.
- Is a respectful team player and understands that each member of our organization is critical to our overall success.
- Can successfully navigate ambiguity.
- Has proven exceptional communication skills, both written and verbal.
- Successfully completes assigned tasks with minimal to no supervision.
- Appropriately prioritizes projects to meet multiple deadlines in a fast-paced environment.
- Should maintain regular and frequent communication with leadership team to ensure that expectations are being met.
- Minimum of 7 years of marketing experience or relevant experience in a similar field.
- Bachelor's degree in business, communications, journalism, or closely related field required.
- Proficiency in Microsoft Office (Word, Excel and PowerPoint) a must. Demonstrated experience with Adobe programs (InDesign, Photoshop and Illustrator) a plus.

EEO STATEMENT

Energy Real Estate Solutions, LLC is an equal opportunity employer and committed to developing and maintaining a diverse workforce. Energy Real Estate Solutions, LLC strongly believes in equal opportunity for all, without regard to race, color, religion, creed, age, sex, pregnancy, family responsibility (e.g. child care, elder care), national origin or ancestry, citizenship, marital status, sexual orientation, gender identity or expression, transgender status, veteran's status, genetic information, or status as a qualified individual with a disability, protected leave status or any other protected characteristic in accordance with applicable law. The company also endeavors to make reasonable accommodations for known physical or mental limitations of otherwise qualified employees and applicants with disabilities unless the accommodations would impose an undue hardship on the operation of our business. Equal employment opportunity will be extended to all individuals in all aspects of the employment relationship, including recruitment, hiring, promotion, transfer, training, discipline, layoff, recall and termination.

SUBMISSION

Cover letters should clearly outline relevant experience and its applicability to this role. Qualified candidates may submit a resume and cover letter to Kate Waggoner at kate.waggoner@erescompanies.com.