Commercial Real Estate Marketing Manager

Whitestone REIT is a New York Stock Exchange ("NYSE") listed real estate investment trust ("REIT") that owns, operates, and redevelops Community Centered Properties ™. Every employee is incentivized with ownership of either stock units and/or shares, along with a competitive salary and benefits package. As a forward-thinking, fast-growing company, Whitestone has a proven strategy to meet the evolving local consumer needs by maintaining a deep knowledge of its local markets. The Company internally manages more than 70 Community Centered Properties ™ in high-growing and diverse markets in Texas, Arizona and Illinois. The Company has established goals to continue to expand and upgrade its portfolio through value added acquisitions and innovative approaches to redevelopment and repositioning.

Whitestone REIT is looking for a qualified candidate that has the ability to manage a broad range of organizing and outsourcing creativity within the company and to quality vendors. The successful candidate will be eager to engage the communities surrounding our properties to promote Whitestone REIT's corporate identity and increase exposure for both our tenants and the company. This individual must have the professional maturity to follow department and company procedures and strategies.

Personal Characteristics:

A qualified candidate must be a highly energetic, extroverted, creative individual with a desire to work in a fast-paced, expanding, and well-established professional real estate firm. Beyond functional skills and experiences, this individual must have a keen intellect, unquestioned ethics, a sense of urgency and the ability to simultaneously execute on both tactical and strategic projects.

Responsibilities:

- Properly source quality public and vendor relationships assuring that contracts and assignments are completed up to creative standards on a timely basis while reviewing finalized product, overseeing deliverables and invoices;
- Measure the ROI on both effective content strategy and branding strategy to insure Whitestone REIT is achieving marketing results;
- Drive customer traffic for Whitestone REIT through various channels such as social media, email campaigns, community and tenant relations events, and event campaigns;
- Successfully integrate social media websites with the appropriate Whitestone REIT websites;
- Engage in community outreach in areas with Whitestone REIT presence by attending events such as HOA, Chamber of Commerce meetings, etc.;
- Continuously measure the effectiveness, feedback and traffic of the marketing launch campaigns through social media engagement, Public Relations outreach, and surveys from tenants and customers from Whitestone's properties; and
- Other responsibilities as needed.

Skills and Experience:

- Bachelor's degree required, Master's degree preferred;
- Years of experience
- Proficiency in Microsoft Office (Outlook, Excel, PowerPoint, Word) is required;
- Proficiency with social media outlets, Photoshop, Adobe Illustrator, email/text marketing software, WordPress, and additional marketing tools as required;
- Background in Commercial Real Estate is preferred;
- Strong organizational skills reflect the ability to perform and prioritize multiple tasks; and
- Must have ability to exercise good judgement in a variety of situations and maintain strong written and verbal communication skills.