

Marketing Analyst (Exempt)

Job Description

Provide support to marketing department and perform all aspects of market research including, but not limited to maintaining submarket databases, preparing monthly and quarterly marketing reports and maintain lease comparable database. Additionally, the analyst will perform cold-calling activities and assist marketing associates with various marketing tasks.

Supervision

Reports to: Partner, Marketing Directors and Associates

Responsible for: N/A

General Qualifications Required

Education: Bachelors Degree

Training Requirements: N/A

Licensing: Obtain real estate license within six (6) months after date of hire

Experience: Real estate or financial experience preferred

Skills/Behaviors: Strong working knowledge of MS Word, Excel, Argus, PowerPoint and Outlook
Strong working knowledge of MS Publisher and Adobe Illustrator
Strong oral and written communication skills a must
Strong organizational skills with ability to prioritize
Ability to handle multiple tasks while meeting strict deadlines
Strong customer service skills
Able to follow policies and procedures
Supports organization's goals and values

Major Areas of Responsibility

- Maintain all property inventories
- Assist in market research and analyze trends in market
- Prepare internal and external monthly and quarterly marketing reports
- Send marketing information to prospective tenants
- Assist Marketing Associates in cold-calling efforts to create activity
- Maintain lease comparable database and run reports as needed
- Financial analysis - pro forma's
- Assist in preparation of new business proposals
- Become knowledgeable about each section in a lease
- Create and track competitive analysis
- Participate in professional real estate organizations – NTCAR, NAIOP, etc.
- Help coordinate broker events
- Attend showings with Marketing Associates
- Assist with preparation of tenant representation pitches
- Unlock and lock buildings for contractors, prospects and showings
- Created booklets for owners in town or tenant rep tours

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- Created pitches and presentations for new business and business development prospects
- Maintain tracking log of information sent out to prospects
- Update business development log as needed
- Update stacking plans and owner's rent rolls as needed
- Run multiple vacancy reports, tenant searches and expiration reports using CoStar, LMS or HLC's comp database
- Prepare "In The Know" information including articles relating to the Dallas market, lease comps, sales comps and a written article about the values HLC portrays
- Gather building information (i.e. count parking spaces, take photos, etc.)
- Update marketing when a new vacancy becomes available (i.e. CoStar, Loopnet, Showcase, etc.)
- Other duties as assigned