

Marketing Manager

Crystal View Capital/Osprey Management is a private equity real estate firm known for its vertical integration that specializes in the acquisition and management of value-add manufactured housing and self-storage assets. Since its inception in 2014, the Firm has raised over \$200 million in equity capital and currently has over \$500 million in assets under management. Our in-house management company is a leader in asset management, we have a tremendous amount of knowledge blending property management and service provisions to simplify everyday life. Our team encompasses vision, talent, harmony, beliefs, and commitment. We have over 40 professionals in the corporate office dedicated to the in-house management of our 85+ assets. The in-house asset management team also employs over 150 property level staff members at its property locations. Apply today to join one of the Nation's most prolific real estate asset management firms.

We are seeking a highly motivated and results-driven Marketing Manager. As the Marketing Manager, you will play a crucial role in maximizing the performance of our self-storage and MHC assets through the development, implementation, and management of effective marketing strategies. Your responsibilities will include promoting our brands, attracting new customers, and enhancing overall business growth. The ideal candidate will have a proven track record of successful marketing campaigns, coupled with a deep understanding of the latest marketing trends. This role demands a proactive and results-oriented individual who thrives in a fast-paced environment and can effectively prioritize tasks to achieve optimal outcomes. Through innovative marketing campaigns, data analysis, and strategic dynamic pricing, you will be instrumental in driving business success.

*****THIS IS NOT A REMOTE (WORK FROM HOME) POSITION. THIS IS AN IN-PERSON POSITION IN OUR SUMMERLIN, NV OFFICE*****

MARKETING MANAGER BENEFITS:

- Competitive Starting annual pay of \$55,000
- Medical benefits in the amount of \$500 per month
- Dental, Vision and other supplementary benefits available
- Holiday Pay
- Paid Time Off (PTO)
- Monthly Bonus Opportunities
- Company Perks Program
- Opportunities for career advancement

MARKETING MANAGER RESPONSIBILITIES:

- Develop and execute comprehensive marketing campaigns to drive brand awareness, occupancy, and revenue growth across our portfolio.
- Collaborate with cross-functional teams to create and implement innovative and impactful marketing campaigns.
- Conduct market research to identify trends, competitor activities, and customer needs, and use insights to inform marketing strategies.
- Utilize dynamic pricing strategies to maximize revenue and occupancy levels.
- Manage and oversee the creation of marketing collateral, including digital content, social media campaigns, and traditional advertising materials.
- Create compelling graphic design assets for digital and print marketing materials.

- Analyze marketing performance metrics and make data-driven decisions to optimize campaigns and achieve key performance indicators.
- Effectively communicate marketing plans, campaigns, performance insights, and recommendations to key stakeholders.

MARKETING MANAGER QUALIFICATIONS:

- Proven experience as a Marketing Manager, with a successful track record of developing and implementing effective marketing strategies.
- Strong understanding of digital marketing, including social media, content marketing, and SEO.
- Graphic design experience preferred, but not required.
- Excellent team management skills.
- Exceptional communication and interpersonal abilities.
- Analytical mindset with the ability to use data-driven insights to optimize marketing efforts.
- Creative thinker with the ability to develop innovative and impactful marketing campaigns.