

## **Essential Duties and Responsibilities (\$55k - \$65k)**

Include, but not limited to, the following. Other duties may be assigned.

### **I. Marketing**

- Utilizing a variety of technology platforms, prepare, maintain and organize all marketing materials (in adherence to Liberty's brand standards)
  - Vacancy flyers
  - Vacancy boards
  - Deal announcement emails
  - New development commemorative plaques
  - LPT branded merchandise and gifts
  - Corridor maps
  - Monthly email campaigns in coordination with National Marketing
- Maintain & update internal leasing-related reports (vacancy report, stacking plan, building plans, staff meeting prospect report, etc.)
- Coordinate with other Marketing Assistants and National Marketing team to prepare presentations
- Update and maintain Liberty's proprietary Customer Relationship Management (CRM) tool
- Plan, coordinate and execute various internal and external events (e.g., broker events, conference sponsor tables, etc.)
- Update marketing sources and databases (e.g., CoStar, CRM, Catalyst, Concep, LPT Design Store, etc.)
- Assist with marketing calls from brokers, prospects, Costar, etc.
- Coordinate and manage all marketing signage with various sign vendors (creation through installation)
- Work with Corporate Communications to manage portfolio-related photography
- Coordinate vendor holiday gifts as needed

### **II. Leasing/Administrative**

- Assist in the professional handling of our prospects from initial contact through tenant move-in and renewal
- Administer and process all new leases, renewals, amendments, etc.
- Assist with document handling during lease negotiation, execution and distribution
- Purchase and installation coordination of vacancy space furniture
- Assemble tour packages for all showings
- Prepare and process listing agreements, commission agreements, broker commission invoices, check requests and related invoices
- Assist with showing space as needed
- Code and process invoices—provide supporting paperwork to other administrative staff
- Schedule meetings, answer telephones, make copies, and distribute mail
- Register leasing team for conferences and continuing education as needed, and renew firm/leasing real estate licenses annually
- Partner with outside PR firm on press releases
- Assist with annual business plan
- Track critical lease options

### **Required Skills & Experience:**

- Bachelor's degree from a four-year college or university strongly preferred.
- 3-5 years of marketing and/or administrative experience.
- Strong customer service skills, ability to maintain sound relationships with colleagues, tenants and vendors.
- Self-starter, able to work effectively independently and as part of a team.
- Strong organizational and problem-solving skills, attention to detail.
- Excellent time management skills with ability to juggle multiple priorities.
- Demonstrated comfort with digital/web-based marketing platforms.
- Creative predisposition.
- Proficiency in the Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite and Adobe Acrobat.
- Social media expertise, Google Earth prowess and drone experience strongly preferred.