



## **JOB DESCRIPTION**

### **Marketing Director**

**daydream apartments** is a new, innovative multifamily platform that owns and manages Class A apartments and facilitates homesharing for residents. The Denver-based firm was founded to create a new type of urban residential community, one with real opportunities for residents to lower their housing expenses with managed homesharing. In addition, the creation of truly dynamic, engaging communities is core to the daydream vision.

daydream is seeking our first **Marketing Director**. This person has a history of excellence managing marketing efforts for Class A multifamily operations, interest in hospitality, technology and innovation, and a strong desire create best practices at a unique and rapidly growing start-up. This digital native loves to work on what's coming and can speak to a history being innovative, self-aware and confident accepting and providing feedback. The right candidate also has a growth mindset and an entrepreneurial drive including a high tolerance for uncertainty.

This **Marketing Director** has a big job – he/she will oversee all aspects of property marketing, advertising and social media strategy for our initial properties. This person also will assist with marketing for the daydream corporate platform and will be accountable with senior management for daydream's brand identity. This is a huge opportunity for a multifamily marketing pro – we are a challenger brand, offering prospective residents luxury apartments with a new, unique homesharing program. Without exaggerating, the right candidate for this role will help change the multifamily industry.

#### **Representative Responsibilities:**

- All aspects of multifamily property marketing, including but not limited to creation of marketing plans for new acquisitions and support of property team members regarding marketing issues.
- Developing and implementing marketing training for daydream corporate team and onsite team members.
- Creating the marketing infrastructure for the homeshare platform and positioning daydream's managed homesharing program with staff and prospective and existing residents.
- Managing sophisticated digital marketing campaigns, SEO efforts and audits to benefit daydream properties.
- Maintaining marketing calendars and project management timelines.
- Working closely with trusted creative agencies to manage content creation.
- Market research related apartment renters, and, later, homeshare guests.
- Creation with daydream's data team of feedback loops and processes to turn learnings into marketing strategy.
- With continued company growth, supervision of additional marketing team members throughout national markets.
- Develop marketing transition checklists for acquisitions and ongoing property operations.
- Will require travel.

#### **Preferred Education and Experience:**

- A degree in marketing, advertising, communications or business is required.
- Significant (5+ years) experience within multifamily and with multifamily's main marketing channels creating and executing successful, innovative marketing strategies.
- Significant digital marketing experience and knowledge of property management systems required, Entrata a plus.
- Excited to test programs, measure success and use data to drive marketing decisions.
- Excellent written/verbal communication to various audiences; communicates clearly and with appropriate urgency.
- Internal locus of control, meaning a belief that your talents and abilities drive successful outcomes.

daydream's compensation package includes base salary plus performance bonus commensurate with experience, health insurance and the opportunity to create the world's first branded homesharing platform. Additionally, there is potential to participate in a profit-sharing program for individuals who excel in their role and demonstrate an unwavering commitment to daydream's core values.

At daydream we serve a diverse set of communities. We welcome and encourage applicants from all backgrounds to apply. Please refer all inquiries to [careers@daydreamapts.com](mailto:careers@daydreamapts.com).