

Marketing and General Administrative Specialist - B2B Realty

Job Description

B2B Realty is a distinguished player in the property management and brokerage sector, renowned for its commitment to delivering exceptional services to property owners and investors. Our dedicated team is driven by a passion for excellence, a culture of innovation, and a steadfast focus on client satisfaction. We are actively seeking a highly motivated and results-oriented Marketing and General Administrative Specialist to join our expanding team. In this role, you will be responsible for a variety of marketing and administrative tasks that support the Executive Team and contribute to the continued growth and success of B2B Realty.

Note: This is a remote position and candidates will be working in the US business hours (EST).

Responsibilities

Marketing Functions

- Create, design, and manage content for various marketing channels, including social media, email campaigns, and the company website.
- Develop and design graphics for promotional materials, ensuring consistency with the company's brand guidelines.
- Manage and grow the company's social media presence, including content scheduling, engagement, and analytics.
- Assist in the administration of marketing campaigns, including tracking performance metrics and reporting on campaign effectiveness.
- Generate marketing content and strategies using AI tools to enhance outreach and engagement.
- Stay updated on industry trends and best practices in digital marketing, incorporating relevant insights into day-to-day operations.
- Collaborate with the team to brainstorm and execute innovative marketing initiatives to drive brand awareness and lead generation.

General Administrative Functions

- Provide comprehensive administrative support to the Executive Team, including scheduling meetings, managing calendars, and handling correspondence.
- Perform standard administrative assistant tasks, such as preparing documents, organizing files, and conducting research.

- Assist with general company administration duties, including maintaining records, processing invoices, and handling office supplies.
- Coordinate with various departments to ensure smooth communication and workflow across the organization.
- Support the implementation and maintenance of internal controls and procedures to ensure operational efficiency.
- Participate in cross-functional projects and initiatives to support business growth and operational excellence.
- Serve as a resource and mentor to junior staff, providing guidance and support in performing their job duties effectively.

Requirements

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Minimum of 2-3 years of experience in marketing and administrative roles, preferably in property management or real estate.
- Proficiency in graphic design software (e.g., Adobe Creative Suite) and marketing tools (e.g., Hootsuite, Mailchimp).
- Strong understanding of social media platforms and digital marketing strategies.
- Excellent attention to detail and organizational skills.
- Ability to multitask and prioritize tasks in a fast-paced environment.
- Strong communication and interpersonal skills.
- Experience with AI tools for content creation and marketing (preferred but not required).

Salary Range

\$500-\$800