



Company Vision

RISE Association Management Group is the best-in-class provider of property services for Texas homeowners' associations. **Our core purpose is to be of service to great communities and the people who lead them.** We accomplish this through our passionate, kind, and solution-oriented team members who partner with our community leaders to build their vision, together. We specialize in working with communities with unique lifestyle offerings, facility and infrastructure needs (to include a wide variety of amenities), and service offerings. We're an EOS™ (Entrepreneurial Operating System) company and our organization is structured to support exceptional outcomes for our community association clients. We're thought leaders, innovators, and problem solvers. Whatever the issue: we have an expert under this roof who can solve it. We're a team of financial services professionals, facilities maintenance experts, risk managers, and business managers and we're looking for the next generation of problem solvers to join us and be a part of our rapid growth. We implement intelligent solutions, exceptional service, and the RISE way so that we can create a vibrant future and quality of life today. We connect community association, financial, and facility expertise with communities who need it.

We are problem solvers and business managers who just happen to be in the business of community association management. Together, we're capable of so much more. Together, we RISE.

Our Core Values:

- Precision, Preparation, and Organization (PPO)
- Honor Commitments
- Ownership
- Curiosity
- Partnership
- Find a Way (or make one)
- Inspiring Attitude
- Stewardship

Job Description:

We're looking for an energetic and tenacious Marketing Manager who fully represents our values to join our growing team. As Marketing Manager, you will lead the efforts to expand our clientele with the dedication to create and apply effective marketing strategies. You will not only maximize sales opportunities but also forge sound relationships with clients. As the Marketing Manager, you will lead the first engagement with potential clients-focusing on outbound efforts to drive business opportunities to support the overall growth of the business. The ideal candidate will be trusted to dive right in, take the lead, use initiative, and help build our best-in-class brand in the arena of association management and financial management services. Highly skilled at data analysis and relationship building, this person will join and inspire a team of like-minded achievers to realize our company vision. This position requires savvy communication and interpersonal skills, an understanding of financials, and property management and community association fundamentals. This role also requires a "find a way" mentality, strong work ethic and ability to work in a fast-paced environment with many competing priorities.

Core Responsibilities include but are not limited to:

- Monitor and evaluate industry trends and customer drivers, and meet regularly with stakeholders to discuss strategy
- Manage proposal response process, including detailed RFP requirements, content creation, and inputs from various sources
- Generate new leads, identify and contact decision-makers, screen potential business opportunities, select deals in line with strategies, and facilitate pitch logistics
- Support deal structure and pricing with business-value analysis, and negotiate prices for proactive bids and proposals
- Conduct research and also make delivery on any intelligence that will have strong impact on proposition development for any new investment project of the organization
- Develop good knowledge regarding priority sectors, like market routes and trends; this enables the organization improve on its effectiveness in service delivery



- Maintain CRM (Pipedrive) to drive lead generation
- Maintain and share professional knowledge through education, networking, events, and presentations
- Develop and implement marketing plans based on strategic objectives
- Own company website content and SEO strategies
- Lead and manage both outbound and inbound marketing initiatives, analytics, and automation
- Report on and analyze key marketing metrics to include lead generation, PPC, social media, and website data
- Plan, create, and publish all social media postings across numerous channels
- Create and publish content for website, email broadcasts, catalogs, and press releases
- Organize promotional events and coordinate day -of deliverables

Required Characteristics:

- Must share our core values.
- Must be reliable and dependable.
- Must enjoy finding and proposing solutions to problems.
- Must thrive in a fast pace, deadline driven environment.
- Must be willing to self-learn in addition to on-the-job training.
- Must be comfortable with ambiguity.
- Embraces a culture of discipline and excellence.
- Someone willing to pick up the phone, dial and not be afraid of rejection.
- Resilience, persistence, and enthusiasm.
- Competitive and committed to exceeding expectations.
- Strong work ethic and organizational skills.
- Must be self-motivated, proactive, detail oriented and a team player.

Required Skills, Knowledge, and Experience:

- Exceptional problem solver: demonstrates ability to use creative alternatives
- Commitment to excellence - perform duties at the highest level possible on a consistent basis.
- Ability to work independently and as a member of various teams with sound judgment.
- Demonstrate ability and temperament to use discretion, confidentiality, and good judgment to handle C-Level matters.
- Adaptable to flexible hours as dictated by the needs of business for projects and meetings.
- Has a strong business sense and can decipher priorities and make sound judgment calls when needed.
- Superior communicator; able to interact with people of all levels in a confident, professional manner.
- Experience in sales techniques
- Proficiency in data analysis, forecasting, and budgeting
- Proven ability to plan and manage resources.
- Ability to deliver presentations effectively.
- Expertise with social media, social networking, email marketing and search engines
- A comprehensive understanding of search engine optimization and website UI principles
- Proficiency in Google AdWords and Google Analytics
- Strong understanding of graphic design and UI best practices
- Some professional marketing experience preferred.



- Minimum working experience of 3+years in business development, marketing, sales, or similar preferably in a Property/Association Management environment
- Proven ability to work at both strategic and tactical levels-not afraid to dive in and execute work as needed
- Proficiency with online marketing and social media strategy
- Proven success in designing interactive applications and networking platforms

Education/Certification Requirements:

- Bachelor's Degree from an accredited university preferred with sales and marketing, business administration, communications, entrepreneurship, or similar area of specialization.

Additional Information:

- All your information will be kept confidential according to EEO guidelines.
- **FLSA Status:** Exempt
- **Status:** Full-Time
- **Hours:** Standard Office Hours however with evenings meetings 1 to 2 times per week (may be remote or in person meetings).
- **Travel:** Minimal (if any) nonlocal travel;

Work Location Rotates Between:

- 3131 Eastside Street, Suite 130, Houston, TX 77098;
- Client Locations;

Physical Requirements:

- Ability to lift up to 20 lbs;
- Majority of work schedule will be spent seated;
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This position is active and requires standing, walking, and sitting all day. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Typical Working Conditions:

- Works primarily indoors.
- May be required to work any time of the day, evening, or night during the week and/or weekend.

Benefits:

- 20 Days of PTO per Year + 9 Paid Holidays
- Group Health (75% ER Paid), Life & AD&D, Dental, Vision, Short Term Disability, et al;
- 401K

Compensation: Salary of \$55,000 -\$65,000