

# REALM™

**Position**

Director of Marketing

**Location**

Company is based in Denver, CO, but has a hybrid work model that supports working from any location that has good wifi, cell, and a major airport.

**How to Apply**

If you are interested in applying for this job, please email your resume and a little about your interests in working for REALM to [julie@realm-global.com](mailto:julie@realm-global.com).

**Why REALM?**

REALM is a membership of the most accomplished real estate professionals ever assembled. Membership is limited and by invitation only. REALM's proprietary matching technology is a powerful differentiator that provides a competitive advantage, whether working with buyers or sellers. REALM provides the opportunity to grow the most powerful segment of a member's business through incredible networking and referrals. To date, we have nearly 500 members across 100 brands, and are growing rapidly.

Being a team member of REALM presents the chance to be part of a fun and collaborative organization. As a startup, each team member is responsible for a variety of different business functions and presents many opportunities to establish yourself as the company continues to grow. No two days are ever the same and you will be able to positively impact the business of the members you support with creative solutions initiatives. REALM is based in Denver, CO with a hybrid work model that allows for employees to live in a variety of locations.

**Position Summary:**

As a Director of Marketing at REALM, the responsibilities are three-fold. You will be leading the internal marketing to the current membership, the external marketing to the industry and general public to raise brand awareness and recruit new members and third, create new ways that the members can message their involvement with REALM to their sphere of influence. You will also be responsible for marketing initiatives through events and liaising with our PR team to strategize media and thought-leadership opportunities.

**Essential Position Functions:****Management:**

- Marketing plan and budget
- Messaging and branding unity
- Oversight of video, digital and print production and service providers

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- Brand compliance oversight (in conjunction with Member Experience Team)
- PR coordination and oversight – contract with Teri Tiffany - Sand Hill PR

## **Internal:**

- Ideating with Graphic Designer to create listing collateral for members
- Social assets for members
- Campaigns for new members and existing members
- Communication of REALM's value proposition to the membership
- Weekly "Marketing Minute" on Leading Minds calls
- Thought leadership/articles/resources about REALM and about luxury provided to members
- Survey of membership and coordination with PR to publish into a white paper
- Manage PR opportunities for membership
- Newsletters – Developers and Membership
- Manage marketing program for developments
- Liaison with Strategic Partners and marketing opportunities
- Attend and add value during Development and Technology Board meetings

## **External:**

- Digital and social media marketing and lead generation with third-party vendor
- Manage social media presence for REALM
- Website content and oversight
- Targeted campaigns

*This outline is intended as a working document and is representative of the role within REALM. Various tasks and responsibilities can be changed and refined as the needs of the organization evolve.*

## **Benefits:**

- Competitive Compensation
- Great opportunity for career advancement
- Hybrid office work environment
- Health and 401K benefits
- Travel to domestic and international events