



Job Title: Marketing Manager

Location: Puget Sound (Seattle/Bellevue)

FLSA Status: Exempt

InCity Properties is a vibrant & fast-growing Puget Sound-based real estate and asset management company. Our mission is to maximize the return on investment for property owners while ensuring fair, respectful, and transparent relationships with tenants. We measure our success by the satisfaction of both property owners and residents.

We're seeking a skilled and strategic Marketing Manager to lead marketing efforts across InCity's residential and commercial property portfolio of managed properties. You'll play a hands-on role in shaping our brand, supporting leasing efforts, and helping us grow our presence across the region. This is a great opportunity for someone who wants both creative ownership and measurable impact.

Key Responsibilities

- Oversee, improve, and create standards for marketing efforts of residential and commercial unit listings
- Review all residential external listings (Apartments.com, Zillow) on a bi-weekly basis and provide feedback to Residential Managers and Leasing Agents to increase lead generation
- Assist and maintain brand standards in creating short videos for vacant units via social media platforms such as TikTok
- Collaborate with Residential and Commercial Managers to develop by-property tailored marketing strategies.
- Design and produce high-quality flyers and digital content for commercial unit listings, working with the Commercial leasing team
- Host events for tenants of commercial and residential properties
- Manage updates to websites and online presence to drive traffic and leads
- Lead social media (i.e. Instagram, Facebook, TikTok), email marketing, and SEO efforts
- Assist in creating and maintaining a robust market comparable set for each residential property
- Develop and enforce brand standards across platforms
- Lead marketing-related training for Residential Managers and Residential Leasing Agents
- Track performance of digital campaigns and adjust strategies based on the metrics obtained

Basic Required Qualifications:

- A minimum of high school or equivalent Education
- Tech savvy in Microsoft Office products & social media platforms
- Excellent written and oral communication skills
- Excellent analytical, organizational & time management skills

Preferred Experience:

- 3-6 years of experience in marketing, preferably in real estate, asset management, or commercial leasing.
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop) or similar design tools
- Bachelor's degree in marketing or a related field
- Analytical mindset with experience tracking campaign metrics and ROI
- Capable of working cross-functionally with leasing, operations, and ownership

Pay Range and Benefits: Salary: \$68,000-\$80,000 annualized salary (commensurate with experience).

Compensation may vary based on experience and qualifications. Medical benefits (including medical, dental, vision, Life, EAP and FSA) and 401(k) are available for the hired applicant subject to InCity's eligibility policies.

Interested Candidates: Interested individuals should send a resume and compensation expectations to resume@incityinc.com