

Position: Property Manager – The Blairs District

Office Location: Silver Spring, MD

Objective:

The Tower Companies seeks a dynamic, driven leader to serve as the Property Manager of one of our high-rise communities located near downtown Silver Spring, Maryland at the Blairs District. You will love making a difference in the lives of our residents. We engage our residents with on-going community events and by providing wellness and lifestyle programs. On any given day you'll find us together at a happy hour or morning breakfast gathering, a super bowl party, or a live concert or music night on the green. Our community has a vital retail center within, including a Giant grocery store, 24 hour CVS, multiple restaurants and services for our residents. We are located across from the Silver Spring Metro and Marc train station, and a 20 minute drive to downtown DC. Our residents enjoy all of these conveniences, but are most impressed by our enthusiastic and professional team and their commitment to providing an outstanding experience to all who reside here.

This role may be required to work extended hours, with some weekend commitments to ensure operational excellence.

Job Responsibilities:

Specific and essential duties include, but are not limited to:

Marketing/Brand Positioning:

- Lead and collaborate with the Vice President of Residential Services, Strategic Sales Marketing Manager, Finance Manager and Sales team in marketing initiatives: analyze, strategize, develop and suggest appropriate property positioning (marketing and pricing) in the relevant market.
- Strategize and implement innovative marketing strategies to improve marketing/branding.
- Analyze financials to maximize occupancy and resident retention results utilizing the 2024 marketing budget goals.
- Supervise team members to achieve all resident services, marketing and sales goals.
- Ensure prompt execution of marketing projects/strategies.
- Oversee digital marketing, social media and event marketing.
- Ensure maximization of SEO sources according to set budgets.
- Oversee marketing collateral programs to include signage, flyers, rent café and approval of all messaging to residents, brochures and give suggestions for improvement.
- Oversee reputation management programs to include google reviews, and all other on-line reviews as well as in-house surveys and create goals, metrics, and strategies for improvement.

Operations:

- Provide leadership through development, interpretation and regular updates to written policies and procedures. Coordinate information flow and property strategy.
- Lead team in providing outstanding resident service.
- Initiate and execute day-to-day operational procedures.
- Ensure compliance with policy and procedures, codes, regulation and governmental agency directives.
- Ensure curb appeal of the Blairs assets which includes daily walking and inspecting of grounds by teams for risk/safety and curb appeal.
- Drive Sustainability at the Blairs District.
- Administer, interpret and enforce lease provisions.
- Prepare on-going inspection and update on all vacant space regularly to be sure always in marketable condition at all times.
- Responsible for coordination of Resident services: including with current move-in/move-out services to include welcome activities and annual events.
- Prepare a weekly update report and turn into Supervisor each Friday.
- Complete all other projects as assigned.

Risk Management:

Ensure daily observations, and that safety regulations and standards are being met by executing the following:

- Perform quarterly audits by walking all properties with the building maintenance lead and Chief of Facility Engineering in order to observe and document any potential safety concerns. Turn in quarterly report from these audits to supervisor by last business day of the quarter.
- Develop and update policies and programs on an on-going basis, and coordinate the flow of information to support the risk strategy.
- Perform monthly property inspections with PM team and turn in monthly report to supervisor with any concerns, issues or updates. Include checklist and confirmation of all fire safety devices, extinguishers, fire panels all showing no trouble, etc. Conduct housekeeping, safety and security inspections, including night audits.
- Continuously update the Emergency Plan for each property in the assigned portfolio, including the schedule and type of drills to be performed with residents and teams at all properties.

Financial Management:

- Responsible to meet budgeted NOI
- Review and analyze financial statements monthly and quarterly and participate in quarterly financial meetings.
- Review rents weekly with Strategic Sales and Marketing Manager, Finance Manager and Supervisor.
- Look for ways to decrease expenses and report quarterly on methods and suggestions to do so.

- Participate in CapEx projects as assigned.

Position Requirements:

- College Degree preferred
- Certified Property Manager preferred
- LEED certification desired
- A minimum of 2 years of full time successful work experience as a Property Manager in a Class A/B residential asset, preferably managing multiple assets.
- Proficiency with industry software - YARDI highly preferred.
- Social media and technologically savvy, able to learn and adapt to software programs easily. Microsoft Office Suite skills and experience required.
- Exceptional communication skills; verbal and in writing
- Outstanding work ethic; reliable, on time, trusted to work independently
- Maturity and grace in all situations; discernment to know when to escalate an issue to management.
- Strong desire to learn and stay current in techniques and industry trends
- Team oriented; thoughtful, respectful and considerate of others. Never putting self ahead of the team.
- Strong organizational skills and an orientation and eye for managing details.
- Capable of effectively managing multiple initiatives simultaneously.
- ***Successful completion of background check and drug test to meet Tower's hiring standards.***

Candidate must be fully vaccinated against COVID-19 (including Booster vaccine). Candidate must submit to pre-employment screening including background check, credit check and drug test.

The Tower Companies and its affiliates are equal opportunity employers and offer a collaborative and exciting work environment, competitive salary and excellent benefits, which include medical, dental and vision coverage, as well as a 401(k) plan.

No phone calls, please.

About The Tower Companies

For three generations, the family-owned Tower Companies has maintained a commitment to responsible development and envisions a world where buildings inspire and enrich the lives of their occupants, and create positive social change. The green building leader owns, develops, and manages over 5 million square feet in the Washington, D.C. metropolitan area consisting of office buildings, office parks, lifestyle centers, regional malls, eco-progressive live-work-play communities and hotels with over 8,000,000 SF in the development pipeline. The Tower Companies built Blair Towns, the first LEED certified residential community in country. The Tower Companies is recognized as an international authority in the industry, and has been recognized for its commitment to sustainability and energy independence by numerous national organizations and federal agencies, including US Green Building Council, US Department of Energy and the US Environmental Protection Agency.

