

ICCF
Inner City Christian Federation
Position Description

Job Title: Rental Leasing and Marketing Coordinator
Department: Real Estate Development and Management (REDM)
Reports To: Senior Property Manager
FLSA Status: Exempt
Prepared By: VP of Real Estate Development and Management
Prepared Date: February 2021

SUMMARY

Responsible for coordinating all aspects of rental leasing and marketing for numerous publicly-funded multifamily properties owned and managed by ICCF. Candidates must feel a connection to non-profit, mission-driven community development work, be capable of working in a fast-paced environment with continuously changing priorities, and be able to quickly pick up on new concepts and ideas.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- **Build community and industry knowledge** by identifying community trends to prepare for future occupancy needs and offering recommendations and training.
- **Connect people to community** through effective leasing administration and training of your team.
- **Connect community to ICCF** through effective marketing and community engagement events/communication while meeting the necessary requirements of Affirmative Fair Housing plans, laws, etc.
- **Show off our community** by prioritizing curb appeal and maintaining accurate and in-depth knowledge of all aspects of the property and market
- **Manage the leasing process** by guiding the leasing team through effective sales strategies and follow-through.
- **Keep accurate records** of prospective and current residents, as well as development needs of the leasing team.
- **Train and collaborate** with talented teammates to identify and solve any leasing issues that arise.
- Assist property managers with defining leasing goals and the renewals process
- Maintain an accurate and current rental waitlist
- Assist with planning and creating the design, content, and production of marketing materials
- Track marketing budgets and costs, including assessment of performance of marketing channels and providing recommendations on allocation of marketing dollars
- Assist in daily operations including: answering calls, scheduling appointments, greeting visitors, showing apartment units to prospective residents and any necessary paperwork, filing, etc.
- Become knowledgeable on our properties and effectively communicate features to prospective residents

- Apply established sales and marketing strategies to increase property traffic, maintain closing ratios and meet or exceed budgeted occupancy
- Prepare move-in paperwork, confirm residences are move-in ready and perform move-in orientations with new residents
- Maintain good rapport with current and prospective residents
- Process maintenance requests and follow up with residents to confirm completion
- Ensure resident files are properly maintained
- Learn, audit and ensure team's compliance during the leasing process with all Fair Housing Laws including local, state and federal housing regulations
- Assist Senior Property Manager and Property Managers as needed
- Perform other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Attention to detail is essential for success in this role. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Two or more years of experience in leasing or sales
- Familiarity with commonly-used concepts, practices, and procedures related to residential management
- The ability to organize, prioritize, and manage multiple tasks
- Superior oral and written communication and interpersonal skills
- Demonstrated proficiency in working with computers including word processing, calendar management, software/database, and social media
- Excellent communication skills are necessary to succeed in this position.

PREFERRED EXPERIENCE

- Affordable housing guidelines experience
- Demonstrated ability to secure leases
- Familiarity and comfort with performance metrics, sales quotas, and financial concepts
- College degree or coursework

LANGUAGE SKILLS

Ability to communicate clearly with differing stakeholders from a variety of backgrounds and needs. Ability to clearly read and interpret documents such as rental applications, leases, compliance documentation, regulatory agreements, etc. Ability to write routine reports and correspondence. Ability to speak effectively in front of groups of customers or employees of organization.

CERTIFICATES, LICENSES, REGISTRATIONS

Current Michigan Real Estate Salesperson license would be helpful, but is not required.

PHYSICAL DEMANDS

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee frequently is required to stand, walk, sit, and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

COMPENSATION

Salary commensurate with experience. ICCF offers a benefits package that includes medical/dental/vision insurance, benefit time (vacation and sick leave) and retirement. Inner City Christian Federation is committed to equal employment opportunity in its hiring and employment practices and policies for all staff members and applicants for employment without regard to race, color, gender, sexual orientation, national origin, age, physical ability, marital status or veteran status.

ICCF is an EEO employer.

To apply, please send a cover letter and resume to hr@iccf.org.