

Are you a seasoned marketing leader with a proven track record of driving business growth through innovative campaigns? Do you have a passion for building and leading high-performing teams? If so, Real Estate Institute has the perfect opportunity for you.

As the **Director of Marketing** at Real Estate Institute, you will be instrumental in shaping the future of our organization by creating and implementing a comprehensive marketing strategy that increases brand recognition and drives revenue growth. For over 30 years, our company has provided unparalleled educational programs, service, and support to help our customers satisfy regulatory requirements of their real estate, insurance, and mortgage brokerage/lending careers.

If you're ready for a challenging and rewarding leadership role at a forward-thinking organization, we encourage you to apply.

Primary Responsibilities

- Lead and mentor the marketing team by setting clear objectives, providing guidance and support, and implement strategies for ongoing growth and development.
- Plan and coordinate online and print marketing campaigns, driving successful outcomes.
- Develop and implement product marketing strategies that increase demand and sales, including conducting market research, creating marketing collateral, and working with leadership and cross-functional teams.

Key Job Functions:

- Provide guidance, training, and support that enables your team to achieve their goals and progress further in their roles.
- Develop and implement strategies for ongoing growth and development of the marketing team, including providing training and professional development opportunities.
- Manage the company's marketing budget and ensure alignment with the overall corporate strategy and financial plan.
- Be knowledgeable of best practices and trends related to marketing automation, pay-per-click advertising, search engine optimization, website enhancements, remarketing, social media campaigns, and lead generation.
- Utilize tools such as Google Analytics and marketing automation software to track and report on the effectiveness of campaigns and identify areas for improvement.
- Identify and implement eCommerce tactics to drive additional sales revenue at our websites.
- Conduct market research to gather insights about target customers, competitors, and industry trends.
- Work with leadership and cross-functional teams to ensure that product marketing strategies are aligned with overall business goals and execution plans.

Qualifications:

- A bachelor's or master's degree in marketing, business, or a related field.
- At least 7 years of experience in marketing, with at least 3 years of experience in a leadership or management role.
- Strong leadership skills, with the ability to mentor and guide a team of marketing professionals.
- Expertise in online and print marketing channels, including social media, email marketing, pay-per-click advertising, and direct-mail.
- Experience conducting market research, creating marketing collateral, and developing product marketing strategies that increase demand and sales.
- Strong analytical skills and the ability to prepare and share management reports that summarize the effectiveness of campaigns and identify areas for improvement.
- Experience managing budgets and resources.
- Excellent communication and interpersonal skills, with the ability to work effectively with leadership and cross-functional teams.
- Familiarity with eCommerce tactics and the ability to drive additional sales revenue through websites.

Additional Requirements and Considerations:

- You may be subject to a background check and pre-employment drug testing.
- Must have a verifiable past employment record.
- Have reliable transportation to regularly commute to our headquarters in Niles, IL.
- Professional appearance.

Company Information:

- Attire: Smart Casual
- Company Culture: Small office, team-oriented environment.
- Hybrid Work: Work from Niles, IL location *at least* 2 days per week.
- Reporting to: Vice President of Operations.

Compensation:

- Full-time, salaried position.
- Compensation commensurate with candidate's level of experience.
- Benefits Offered: Medical, dental, vision, short-term/long-term disability, life insurance, paid time off and retirement (SIMPLE IRA) with company match.

PLEASE DO NOT CALL. APPLY ONLINE: [InstituteOnline.com/Jobs](https://www.instituteonline.com/jobs)