

Director of Training & Resident Experience-Boston, MA

Overview:

The Community Builders, Inc. (TCB) is a nationally recognized nonprofit developer, owner and manager of affordable and mixed-income residential and commercial properties. Founded in 1964, TCB has developed over 25,000 residential units as well as office and retail properties, and owns or manages over 11,000 rental units nationally. TCB strategic plan calls for continued growth in existing markets of Massachusetts, Connecticut, Rhode Island, New York, New Jersey Pennsylvania, Maryland, Virginia, North Carolina, Illinois, Indiana, Michigan, Ohio, Kentucky and the District of Columbia and expansion of our real estate development capacity, community life engagement and resident resource building, financial strength, and property management, all guided by our mission “to build and sustain strong communities where people of all incomes can fulfill their full potential”.

Position Description:

The Director of Training & Resident Experience will be based in the Boston corporate office, under the direction of the Senior Vice President. The Director of Training & Resident Experience is responsible for strategic planning and implementation of training, leasing and resident services programs globally through technology (web & online). Development of train the trainers for leasing, retention, customer service & property operations as well as marketing, branding and providing creative expertise to the apartment portfolio. This position administrates and implements training courses to support the company’s values, foster consistency, improve performance and establish career tracks. The Director of Training & Resident Experience will establish global market awareness initiatives; create niches working with the Community Life to gain competitive edge and differentiate TCB’s communities from the competitive set. Focus is on development and execution of marketing & training strategies to exceed revenue and occupancy objectives, while enhancing resident retention & Community Life programs. This position is responsible for developing a positive working environment through leading by example, utilizing a team approach and collaboration cross functionality.

Essential Functions:

Include assessment and identification of areas for improvement and providing training and marketing solutions to increase occupancy, enhance curb appeal, ensure that on-site teams understand and use proper sales techniques and perform according to TCB’s standards.

- Oversees TCB’s GEAR UP program for all positions and makes updates to the program as necessary.
- Plan and execute through Training and Resident Experience managers leasing, retention, resident services training and marketing programs to meet both short and long range objectives while focusing on branding TCB’s image. Meet global leasing objectives for existing and potential new markets.
- Build, develop, and manage Training & Resident Experience team capable of carrying out needed sales, service, and branding initiatives.
- Establish a comprehensive training calendar, curriculum and programs to be delivered remotely by video, web, virtual and in person.

- Create and implement TCB programs & training for new acquisitions, renovations, lease ups and resident retention. Determine and substantiate programs for move-ins, retention and other activities.
- Monitor property leasing and absorption forecasting activities. Set performance goals with the VP of Operations and Strategy accordingly, monitor results, evaluate strategy and implement necessary training. Review and analyze sales performance against programs, quotas and plans to determine effectiveness with the RVPs.
- Maintain an ongoing in-depth knowledge of the market, market trends and demographics to keep a competitive edge and communicate to all stakeholders cross functionally. Quarterly Portfolio review of market competition analysis, sharing trends as well as a cross functionally.
- Have Training and Resident Experience Team assemble market research including: market surveys, comparative analyses, and neighborhood analyses for new business. Monitor macro market and sub-markets for occupancy trends, forecasts, job growth, and economic conditions, which may impact the performance and development growth, utilize findings to implement plans.
- Create marketing campaigns and strategies for communities including collateral materials, signage and advertising. Collaborate with the Director of Corporate Communication to implement a graphics standard and internal/external correspondence for Property Management.
- Accountable for leadership in planning and takeover of new construction and acquisitions from creation of leasing absorption and marketing plan/budget, to lease up, to stabilization and break even.
- Conception of Affirmative Marketing Plans that comply with fair Housing and make regional recommendations for Tenant Selection Plans.
- Partner with Community Life to foster relationships and programs with neighborhood groups, public and private agencies, and philanthropic interests to shape community and economic initiatives. Transform large-scale distressed housing projects into anchors for revitalization efforts.
- Create effective local programs for new acquisitions and development that combine neighborhood understanding, technical skills, and managerial ability.
- Participate in annual budget process by providing marketing, training and leasing budgets and media schedules with guidelines and benchmarks for marketing to the regions.
- Establish agreed upon metrics and benchmarks with RVPs as well as proactive, regionally specific initiatives and strategies that further help promote the optimum performance.
- Propose guidance, industry metrics and performance standards for the leasing, retention and resident services preparation and achievement competitive resident offerings. Meet or exceed budget income expectations.
- Work with other TCB leaders to strategically plan for growth, new initiatives and new business opportunities and enhanced business practices for new development projects, potential acquisitions and third party management.
- Assist in the preparations and implementation of special projects, programs, awards, and other company programs, functions and training sessions.
- Other duties and responsibilities as assigned.

Knowledge, Skills and Abilities:

- Proficient in preparation of budgets and the ability to work within their guidelines.
- Knowledge of Adobe Photoshop CS, Dream Weaver, InDesign and HTML programming
- Skill in web Analytical Software and Property Management software such as Yardi
- Incredible customer service skills & the ability to create a customer focused culture.

Physical Demands & Work Environment

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 routinely is required to sit; walk; talk and hear; use hands to keyboard, finger, handle and feel; stoop, kneel, crouch, twist, crawl, reach, and stretch.

- The employee is required to move around the building or site.
- Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- The employee may occasionally lift and/or move up to 20 pounds.
- Travel required.

Education & Experience:

- Bachelor's Degree in Marketing, Business or other related degree or 8 years of progressive responsibility in training and marketing, sales or advertising required.
- 5+ years of experience with a professional real estate company, residential property management or a comparable role in hotel/retail/customer service industry preferred.
- Industry certification such as Certified Property Manager, Accredited Apartment Manager, etc. desired.
- Prior experience in and knowledge of affordable housing and applicable compliance is a plus.
- Proficiency in Microsoft Word, Outlook, PowerPoint and Excel.

The Community Builders, Inc. is committed to ensuring diversity in its workplace, and candidates from diverse backgrounds are strongly encouraged to apply.

Interested candidates may send resumes to gsouza@tcbinc.org