



Job Description

Position Title:	Community Experience Manager
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Summary of Position:

GAIA Real Estate is a New York-based real estate investment company that has owned over \$3.0 billion in assets. Founded in 2009 and vertically integrated, the company is backed by leading institutional and private capital. The company invests in residential real estate nationwide, with a current focus on opportunistic projects in the New York metro area. GAIA is currently seeking a Community Experience Manager to work with Senior Management to lay out the actionable plans to deliver a positive, valuable, differentiated customer experience. This role will lead all associates onsite in the development and implementation of strategic resident services/retention programs to achieve the properties' occupancy and revenue goals.

Duties & Responsibilities:

The Resident Ambassador

- Research/develop new resident amenities, and activities programs that can help add value to your community and drive incremental revenue
- Represent the GAIA brand by embodying our mission, vision, and values – and infusing them into resident programs and relations
- Manage resident communication initiatives, effectively identifying and sharing meaningful information
- Promotes resident satisfaction and retention by responding to complaints, questions, and requests in a timely manner, and taking appropriate action to resolve and address service issues.
- Ensures the property's maintenance team members comply with the Company's standards with respect to responding and completing resident service requests.
- Plan and execute community, occupier & social value engagement initiatives.
- Carry out property quality assurance checks at the property (inside and outside) as specified by the Company

The Data Driver

- Keep your finger on the pulse of resident satisfaction levels to make sure we are delivering everything our residents expect
- Update and monitor performance management dashboards that measure renewal rates, resident satisfaction, move-ins/move-outs, traffic activity, closing ratios, application statuses, and other key community metrics
- Promote property through marketing initiatives, create a social media content planner and maintain social media presence at property/corporate level

- Research and help establish programs for each phase of the resident lifecycle — from lease signing to renewal
- Maintain a database of proven best practices for resident experience programs

The Team Player

- Guide your team in the creation of meaningful resident experience programs by creating tactical plans and evaluating community performance
- Inspire your community colleagues to continually strengthen resident event strategies
- Partner with teams from other communities to deepen the company's relationship with residents and achieve resident retention goals
- Serve as a go-to resource for community teams and portfolio leadership
- Lead by example and inspire wider onsite teams

The Impact You Can Make

- Your team is ground zero for great ideas that spread to our other communities in the region.
- Colleagues seek your advice on how to best deploy project/program management technology to enhance their operational performance.
- Increase client, customer, guest, and service partner loyalty and achieve highest satisfaction ratings

Qualifications:

- Bachelor's degree in marketing/Communications and/or Real Estate
- Minimum of 5 years of agency or in-house marketing, communications, and PR experience in relevant industry, hospitality preferred
- Extensive and growing knowledge of the real estate market and competitive landscape
- Exceptional command of the English language (verbal and written)
- Confident communicator with strong analytical and project/budget management skills
- Advanced computer literacy, including a strong proficiency of Microsoft Office, and knowledge of branding and design principles
- Self-motivated with a positive attitude, and ability to work collaboratively as part of a dynamic, high-performing team, and adapt well under pressure
- Excellent written and verbal communication skills
- Strong social media skills, including Facebook, Instagram, Twitter, etc., as well as website design and ability to write web content
- Strong organizational and multi-tasking skills
- Ability to communicate and converse with specific target audiences
- Capability of working independently, taking initiative, and being part of a team working collaboratively