

Position Description

Department: Marketing

FLSA Status: Exempt; Full-time

Position Title: **Marketing Associate**

Reports To: Director, Marketing and Communications

Location: Washington, D.C.

Date: September 2018

Marketing Associate Overview: Under the supervision of the Director, Marketing and Communications, support marketing staff with the execution of their duties as requested, serving as a liaison between internal staff, National's subsidiaries, and third-parties. Primarily supporting the preparation, management and coordination of marketing and promotional materials and resources, vendor management requirements, event planning activities, budget preparation and expense tracking, and the general organization and archival of corporate and asset/property-level marketing and communication materials.

With typically 3-5 years of direct marketing, graphic design and communications experience, primarily provide research and functional support to promote and enhance National's image and position within the marketplace, at the asset level, and to the public. In all cases, make every attempt to follow Company policies and standards to ensure consistency, improve National's reputation and limit risk, ensure protections of National's data, and continuously growing the capabilities of the department, while also supporting National's compliance efforts.

Essential Functions:

1. Under the direction of the Director, Marketing and Communications, support more senior marketing staff with the execution of their duties as requested, serving as a liaison between internal staff, National's subsidiaries, and third-parties.
2. On a day-to-day basis, with oversight, support the preparation, management and coordination of marketing presentations, promotional materials and resources, vendor management requirements, public relations and event planning activities, social media, web and graphic design initiatives, budget preparation and expense tracking, and the general organization and archival of corporate and asset/property-level marketing and communication materials.
3. With oversight, primarily deliver research and functional support to promote and enhance National's image and position within the marketplace, at the

asset/property level, and to the public. In all cases, make every attempt to follow Company policies and standards to ensure consistency, improve National's reputation and limit risk, to ensure protections of National's data, and continuously growing the capabilities of the department, while also supporting National's compliance efforts.

4. With supervisory direction, complete research, coordinate and promote events for National's clients, assets and projects, focusing on building positive and sustainable client relationships, supporting recognizable marketplace brand identity initiatives, and realizing an engaged customer base at the asset/property-level. Represent National at internal and industry events with the highest level of professionalism, integrity and credibility. Project a positive image of National to the media, third parties, and organizations as appropriate.
5. On a day-to-day basis, support the creation, organization, and overall management of National's Brand Standards Guide and internal brand resources endorsing and supplying current resources for use by authorized persons. Assist colleagues on proper utilization of Company branding resources.
6. With oversight, support the graphic design of compliance-approved client reports, RFP process, advertisements, audio/video editing, and other National branded materials as requested and in accordance to Company standards and best practices.
7. Support National's digital marketing strategy, including distribution and archival of approved communications (i.e. acquisitions, developments, sales, major leases, new clients, etc.) via social media, email distribution, and appropriate websites.
8. Serve as the primary contact to maintain National and its subsidiaries' websites and social media accounts on an annual, quarterly, and ad hoc basis, with an additional focus on improving usability, design, and analytics.
9. As standards are directed via supervisor, maintain an adequate inventory of marketing and promotional materials at the appropriate locations.
10. With supervisory oversight, and in collaboration with Human Resources personnel, coordinate Engagement Committee and ESG initiatives to promote the Company and its subsidiaries' mission and brand in the marketplace, while improving employee morale, and enhancing a supportive work environment.
11. In collaboration with authorized users, contribute to National's customer relationship management system, focusing on marketing initiatives to ensure that time-sensitive and pertinent information is catalogued and distributed to internal parties as appropriate.

12. Exercise due care and in accordance with company policy when accessing National's systems and information assets, ensuring that, as appropriate, the confidentiality and privacy of data is maintained at all times.
13. Demonstrate commitment to National's Sustainability Policy and best practices where feasible by incorporating environmental, social and governance dimensions into daily business activities and decision-making.
14. Periodic overnight travel is required on an as needed project-specific basis to attend meetings and special events.

Other Duties and Responsibilities:

1. Strict adherence to the terms and provisions as detailed in National's Employee Handbook.
2. Complete compliance with National's Regulatory Compliance Manual, Code of Ethics and underlying compliance policies and procedures.
3. Organize, attend and actively contribute to internal Staff meetings.
4. Other duties as assigned.

Qualifications:

1. Successful completion of an undergraduate degree in marketing, journalism, communications, public relations, graphic design, business, or interrelated field is required.
2. A minimum of 3-5 years of demonstrated skill, knowledge and direct marketing experience in the design and support of marketing, communications and public relations activities is required. Commercial real estate experience is preferred.
3. Must demonstrate the aptitude to possess effective verbal, written, editorial, and interpersonal communication skills, with demonstrated experience creating and delivering captivating marketing and promotional materials.
4. Must be a self-starter and committed to effectively and successfully collaborating with cross-functional teams, and/or work independently in a fast-paced, complex professional business environment with the ability to prioritize and handle multiple projects at a time.
5. Must be highly organized, proactive and have the ability to translate strategy into action, communicate at all levels of the organization and work effectively in ambiguous situations.
6. Must possess a high attention to detail, be resourceful and flexible, and have an aptitude for learning new marketing techniques and technologies (i.e. newsletter

tools, email automation, SEM tools, customer relationship management (CRM) platform, social media apps and tools, etc.).

7. Required to demonstrate intermediate application of Microsoft Office Suite; specifically, Word, Excel, Power Point and Outlook and Adobe.
8. Ability to periodically travel overnight on an as needed project-specific basis to attend meetings and special events.

Work Environment:

1. This job primarily operates in a clerical, office setting. This role routinely uses standard office equipment such as computers and phones. It is a sedentary role in a professional environment; however, incumbent is required to regularly walk, sit, talk and/or hear, reach with hands and arms.

The work environment and physical demand 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.

This job description in no way states or implies that these are the only duties to be performed by this employee. This description reflects management's assignment of essential functions and nothing in this herein restricts management's right to assign or reassign duties and responsibilities to this job at any time. The employee in this position will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at National will be based on merit, qualifications, and abilities. National does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, or any other characteristic protected by law.