



JOB DESCRIPTION

Position: Director of Marketing
Type: Exempt
Reports to: Chief Operating Officer
Location: Washington, DC

ABOUT DUMAS COLLECTIVE:

Dumas Collective® is a real estate and social impact conglomerate, encompassing a diverse group of companies that are united in their commitment to excellence and community empowerment. The collective's holdings include Dantes Partners, Faria Management, Dantes Community Partners, and No.07 Consultants. Established in 2006 as a development firm under the Dantes Partners brand, Dumas Collective has evolved to offer comprehensive property, asset, and construction management services.

Operating throughout the Mid-Atlantic region, with offices in Washington, DC, and New York, Dumas Collective stands as a vertically integrated industry leader. Its real estate development arm, Dantes Partners, is renowned for utilizing innovative financial approaches to create Luxury Affordable Housing™ in high-demand cities across America. With a focus on addressing the pressing need for affordable and workforce housing, Dantes Partners excels in development, acquisition, management, and financing.

To date, Dumas Collective has successfully financed, developed, and acquired over 8,000 units, with a combined financing and investment value exceeding \$2.3 billion dollars. As a testament to its ongoing growth and success, Dumas Collective currently manages a robust portfolio of over 3,300 units.

In addition to its real estate ventures, Dumas Collective leverages its extensive industry expertise to provide external consulting services for public-private partnerships, furthering its commitment to fostering thriving and sustainable communities.

POSITION DESCRIPTION:

The Dumas Collective is seeking a dynamic and innovative Director of Marketing to lead our marketing efforts and drive the growth and visibility of our brand. The ideal candidate will be a strategic thinker with a proven track record of developing and executing comprehensive marketing strategies that drive revenue growth and enhance brand recognition. This role requires a creative and analytical mind, excellent leadership skills, and the ability to thrive in a fast-paced, evolving environment.

RESPONSIBILITIES:

- **Proposal and RFP/RFQ Management:** Drive revenue generation proficiently by managing the entire lifecycle of proposals and RFP/RFQ processes, including identifying opportunities, developing proposal strategies, coordinating with internal stakeholders, drafting, and reviewing proposals, ensuring compliance with requirements, and submitting high-quality responses within deadlines.
- **Strategic Leadership:** Develop and implement a long-term marketing strategy aligned with the company's vision and goals. Lead the marketing efforts for Dumas Collective and its four subsidiaries.
- **Brand Development:** Create and execute branding strategies. Oversee website development and updates and updates for all companies and all property portfolios.

- **Content Creation:** Serve as a content creator and manage social media channels, Instagram, Facebook, LinkedIn across all companies and property portfolios, grow existing including customer response and enhancement.
- **Marketing Collateral Updates:** Refresh, create presentations, work internally to make changes to staff and company data changes.
- **Advertising and Media Relations:** Manage advertising with local media, produce marketing collateral, and design materials for expos and charitable events.
- **Event Coordination:** Oversee groundbreaking and ribbon-cutting events.
- **Vendor Management:** Identify, hire, and manage third-party vendors and a graphic designer.
- **Capture Management:** Conduct online research, build relationships, track leads, and create pursuit strategies.
- **Team Leadership:** Build, mentor, and lead a high-performing marketing team. Foster a collaborative and innovative work environment.
- **Budget Management:** Develop and manage the marketing budget, ensuring efficient allocation of resources to achieve marketing objectives.
- **Performance Metrics:** Establish and monitor key performance indicators (KPIs) to measure the effectiveness of marketing initiatives. Provide regular reports and insights to senior leadership.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Business Administration, or a related field. MBA or advanced degree preferred.
- Minimum of 10 years of experience in marketing leadership roles, preferably within the real estate or related industry.
- Proven track record of developing and executing successful marketing strategies that drive growth and brand recognition.
- Strong understanding of digital marketing, including social media, content marketing, SEO/SEM, and email marketing.
- Excellent leadership and team management skills with the ability to inspire and motivate a diverse team.
- Exceptional communication and interpersonal skills, with the ability to build relationships with internal and external stakeholders.
- Analytical mindset with the ability to leverage data to drive decision-making and measure performance.
- Creative thinker with a passion for innovation and staying ahead of industry trends.
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm.

SUCCESSFUL CANDIDATES WILL POSSESS THE FOLLOWING ATTRIBUTES:

- An entrepreneurial spirit
- Proactive and extremely responsive
- Personable with a good sense of humor
- Energy and commitment to work in an entrepreneurial environment with the ability to prioritize responsibilities
- Strong organizational skills
- Demonstrated ability to work effectively with a wide range people and organizations
- Ability to work under pressure, in a time sensitive environment, delivering timely and accurate work

ADA SPECIFICATIONS: (Physical demands that must be met to successfully complete the essential functions of the job)

- While largely sedentary, this position requires the ability to sit, stand, and lift up to 0 lbs., speak and hear, sometimes for extended periods of time.
- Requires the ability to use a computer and office equipment traditionally found in office settings.
- Requires the periodic ability to travel regionally, on behalf of the company.

Dumas Collective is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.