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JOB DESCRIPTION

Job Title	Director, Marketing, Institutional Client Relations
Company	AMB Property Corporation
Department	Corporate Communications
Office	San Francisco

Position Overview

The Director, Marketing, Institutional Client Relations is responsible for the strategic planning and execution of the company's Private Capital marketing and communications program. This position is instrumental in driving awareness, shaping the reputation of the AMB brand and supporting the company achieve its business objectives.

The Director, Marketing, Institutional Client Relations leverages his/her knowledge of effective marketing strategies to ensure that the company has a proactive external marketing approach. With the ability to work effectively across all levels management globally, this individual is equally comfortable and productive working collaboratively as well as independently.

Major Responsibilities

- Drive the external Private Capital Marketing strategy in collaboration with the managing officer and with the global Private Capital team.
- Manage the Marketing Communications workflow process for Private Capital - from project initiation through asset delivery with emphasis on process adherence and collaboration with marketing team and agencies in support of brand strategy.
- Partner with the Research and Private Capital department to develop content for private capital conference mailings, handouts, presentations, RFP's etc.
- Interpret business needs for AMB's internal clients and partners through development of effective creative briefs, innovative design concepts and user-friendly end products delivered within agreed time and budget parameters
- Collaborate in the development of content for investor quarterly reporting, understanding objectives for each issue and when necessary, interviews internal and external thought leaders as well as clients
- Produce content for direct mail and email campaigns based on research information and company messaging, frequently producing test and micro campaign
- Work with marketing/web team to regularly review content and ensure web copy supports company messaging, product messaging and search engine optimization efforts



- Project manage a team of internal and external design resources to meet marketing objectives in a timely, cost-efficient and best-in-class creative manner.
- Work closely with the Marketing, PR and IR Directors to ensure consistent messaging and tone throughout public and private marketing materials.
- Maintain consistency across global organization, facilitate best practice sharing and execute cost saving and standardization measures.
- Gain a clear understanding of high level AMB/Private Capital messaging, audiences, style guides, etc. in order to produce key marketing documents
- Manage multiple projects and meet critical deadlines, including taking ownership of initiatives that span across a variety of disciplines and functions
- Special projects as directed by the Vice President of Corporate Communications

Education & Experience

- Eight years of marketing communications experience with a proven track record, preferably in the real estate and/or investment management sectors
- Bachelor's Degree or equivalent experience
- Excellent and proven communication skills with emphasis, written and verbal
- Strong ability to grasp customer, market demands and requirements
- Self-starter with strong communication and interpersonal skills
- A demonstrated commitment to customer service, to shared knowledge and a daily willingness to help colleagues do business
- Adept at creative thinking and problem solving.
- Proven abilities in:
 - Microsoft Office (PowerPoint, Excel and Word)
 - Desire and ability to take initiative and manage multiple projects concurrently
 - Ability to make effective decisions regarding complicated and dynamic market/client situations
 - Excellent communication, managerial, organizational and project management skills

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