

Entry-Level GIS & Marketing Assistant

The GIS Specialist is responsible for supporting marketing and business development by performing mapping, research, database management and market analysis to obtain company objectives. You will collaborate and interface with various departments while providing expertise to solve GIS-related problems.

Basic Functions:

- Supports the marketing department by creating thematic maps and retail aerials for tour packages and flyers and performs research and market analysis for presentations and reports
- Works with brokers to meet and identify the needs of their clients
- Uses ESRI ArcGIS Online to create custom interactive maps, Business Analyst to research business locations and perform market analysis and ArcGIS Desktop to create custom print maps
- Researches ownership of properties using various city assessor websites, parish/county GIS web portals, the LA Secretary of State business search and Google to find contact information
- Reaches out to city agencies and relevant stakeholders as part of your research
- Creates tour packages and retail aerials using InDesign and Illustrator
- Creates email marketing campaigns to promote listings using MailChimp
- Determines map content and layout, as well as production specifications such as scale, size, and colors, and directs production to ensure that specifications are followed
- Contributes to media pieces that will be featured on our website, social media and other publications
- Manages the quality of our proprietary databases including the sales comp database and company contacts
- Identifies ways to improve efficiency by evaluating and proposing new software and applications
- Ensures brand consistency on all materials
- Performs document production including printing, trimming, assembly and binding

Qualifications:

- Experience using ESRI ArcGIS Desktop and extensions, ArcGIS Online, Business Analyst, Google Earth Pro/Google Maps and Microsoft Office Suite
- Ability to multitask and maintain focus and accuracy in a fast-paced, deadline-driven work environment
- Excellent presentation and communication skills
- Ability to create clear and sharp thematic maps to be used in presentations and reports
- Experience working with large datasets, including census demographic data
- Adaptable and team player, ready to work with a diverse team and interact effectively with all levels of management
- Strong cartographic and design skills
- Resourceful with strong analytical skills; proficient in use of various tools to uncover underlying trends in spatial and tabular data
- Proficiency in Adobe Creative Suite, especially Illustrator, Photoshop, InDesign is a plus
- GIS experience in a Retail or Commercial Real Estate environment a plus

Required experience:

- GIS: 1 year

Required education:

- Bachelor's degree in GIS, natural sciences, urban planning, geography, marketing or related field.

Contact: SRSA Commercial Real Estate, Inc. Raven Anderson raven@srsa-realestate.com