



Seeking Creative Director

HEIDER is a globally recognized brand a part of TTR Sotheby's International Realty in Washington, DC. Our luxury brokerage represents the best and most expensive listings in our region. We are known for listing the most expensive property in Virginia and representing celebrities and politicians alike. We proudly sold Mike Tyson's former mansion in Bethesda, serviced multiple members of royal families, and represented LVMH's CEO, Bernard Arnault's former property, and many more. Our marketing efforts are known across the world and have reshaped how real estate is presented. With over 3.1 million followers on TikTok, we are the #1 followed real estate account on the planet (@Heider_RealEstate). Besides servicing billionaires and celebrity clients, everyone on our team comes from humble beginnings. We work hard and play hard. It's a close-knit family environment that offers perks. While this role requires a lot of hard work, attention to detail, and always being ahead of the curve, you will have the benefit of a highly generous team lead. It is not out of the norm for the office to take a break in the middle of the day to head to the Four Seasons and enjoy a bottle of Crystal. We are offering an incredibly unique, hands-on experience with HUGE opportunity for growth.

Responsibilities:

- **Creative Lead** – Act as the creative lead and manage all creative initiatives for The HEIDER Team.
- **Social Media Management** – Managing our Instagram, Facebook, YouTube, and LinkedIn accounts.
- **Content Creation** – Developing cutting edge, custom and creative content through posts and social media story slides
- **Designing Mailer Campaigns** – Designing print mailers to be deployed on a bi-weekly basis – all mailers must be custom designed and fit brand guidelines.
- **Client Relations** – Keep contact with client base and provide marketing updates
- **Promotions** – Manage our promotion schedule through social media.
- **Manage Advertisement with Magazines** – Take out and manage reservations with major publishers



- **Website Management** - Work with our website design team to make sure everything is accurate and updated on a weekly basis.

Qualifications:

- Digital Design Experience
- Social Media Management Experience
- Interpersonal Skills
- Self-sufficiency
- Creative vision
- Writing skills
- Adobe, Photoshop, Design Studio proficiency

Requirements:

- Available to work full-time in person
- Can start immediately