



Director of Marketing

Tucson, Arizona

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Help shape how our development projects are introduced, experienced, and brought to life in the market.

Bourn Companies is seeking a strategic and creative Director of Marketing to lead and build the marketing function supporting our growing portfolio of transformative real estate projects. This role will shape how our developments are positioned, launched, and experienced in the market while building a high-performing marketing organization that supports long-term company growth.

The Director of Marketing serves as both a strategic leader and operational driver, translating business objectives into effective marketing strategies and ensuring exceptional execution across campaigns, brands, and project launches. This role works closely with executive leadership, development teams, and sales partners while overseeing the internal marketing team and external creative, PR, and media partners.

About Bourn Companies:

For over 35 years, Bourn Companies has transformed communities through more than 6 million square feet of development across the Southwest. Our portfolio of thoughtfully integrated projects brings together residential, office, retail, hospitality, and entertainment into environments that define community, inspire connection, and elevate lifestyle.

Our culture is entrepreneurial, collaborative, and forward-thinking, with every team member playing a role in shaping projects that leave a lasting impact.

Marketing Team: Our marketing team plays a key role in how our development projects are positioned, introduced, and experienced in the market. From brand strategy and project storytelling to launch campaigns and ongoing engagement, the team supports the full lifecycle of our projects. We are actively building this team and are looking for people who want to help shape and grow a strong marketing platform that supports our expanding portfolio.

What we are looking for

The ideal candidate is a strategic marketing leader who combines strong business acumen with creative judgment and operational discipline. You will be the steward of brand vision and storytelling across all Bourn platforms. You thrive in dynamic environments and are motivated by the opportunity to build systems, teams, and strategies that drive measurable impact.

You bring the ability to think strategically while maintaining close attention to execution, aligning marketing initiatives with revenue goals, brand development, and long-term asset value.

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Key Responsibilities

Marketing Strategy & Operations

- Translate company objectives into comprehensive marketing strategies and execution plans.
- Lead marketing planning, budgeting, and performance reporting across all developments.
- Own the master marketing calendar to ensure alignment across projects and campaigns.
- Partner with leadership, development, and sales teams to align marketing with leasing and sales objectives.

Brand Leadership & Creative Direction

- Serve as steward of the Bourn brand across residential, mixed-use, hospitality, and lifestyle projects.
- Provide creative directions for campaigns, project launches, and experiential activations.
- Ensure consistent brand standards, storytelling, and design quality across all marketing channels and materials.

Project Launches & Campaign Execution

- Lead go-to-market strategies for new developments including positioning, messaging, and campaign strategy.
- Oversee integrated marketing campaigns spanning digital, print, events, PR, and on-site activations.
- Manage agency partners, media relationships, and external creative resources.

Team Leadership

- Build and lead the internal marketing team.
- Establish clear workflows, priorities, and performance expectations.
- Foster a culture of collaboration, accountability, and creative excellence.

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or related field
- 5+ years of progressive marketing leadership experience
- Experience in real estate development, hospitality, lifestyle branding, or luxury consumer brands strongly preferred
- Proven track record leading brand development and successful project launches
- Experience managing internal teams and external agency partners
- Strong understanding of digital marketing platforms, CRM systems, and performance analytics
- Experience managing significant marketing budgets preferred

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Our competitive salary and benefits package reflect our dedication to supporting and rewarding our team members fully. Our company is an Equal Opportunity Employer, committed to fostering an inclusive and supportive workplace for all. Ready to take the next step? Send your cover letter and resume to:

careers@bourncompanies.com

www.bourncompanies.com