



Career Paths in the Apartment Industry

A career in the apartment industry can be very rewarding. After all, what’s more fulfilling than creating homes for people and helping to build strong communities? And historic demand for rental housing makes the apartment sector a strong jobs-creating industry.

But there are many paths a career in multifamily can take. Do you like numbers? Consider a career in finance or investment. More on the creative side? Marketing might be your thing. Like to build things, literally? Development and construction may be calling you. Like working directly with the residents? Operations is a good place for you. In short, there are dozens of different career paths that can tap into your interests and skills.

Here is a quick overview of some of the major career paths.

Major Business Areas	Specializations	Sub-specialties	Types of Positions
Finance	Finance		Treasurer, corporate controller, financial analyst
	Accounting		CPA, internal auditor, bookkeeper, accounts payable, payroll
	Tax		Tax specialist/analyst
Investment	Capital markets		Business development
	Portfolio/asset management	Acquisitions & dispositions	Broker, appraiser, transactions specialist/analyst
		New development & rehab	Broker, appraiser, transactions specialist/analyst
Development & Construction	Pre-development	Market research & feasibility	Development analyst, financial analyst, market researcher
		Entitlements	
		Planning & design	Architect, designer, interior design, landscape design
	Project management	Management	VP project management, project manager
		Scheduling	
		Subcontracting	

		Estimating & purchasing	
	Construction management	On-site management	General contractor, construction super, construction director/manager, safety inspector
		Construction trades	HVAC specialist, electrician, plumber, framer, drywaller, painter
Operations	Property management	Leasing	Leasing consultant, leasing manager
		Pricing	Pricing director/manager/analyst
		Ancillary services	
		Facilities management & maintenance	Head of facilities management/engineering, head of purchasing, maintenance technician, painter, groundskeeper, housekeeper
	Information Technology	Business intelligence & analytics	IT manager IT analyst
		Technology systems & support	IT support specialist
		Data security	
	Customer service		
Marketing	Corporate branding		CMO
	Property marketing		Marketing specialist
	Social media		Social media specialist, reputation manager

Corporate services	Legal		General Counsel, legal analyst
	Human resources	Recruiting	
		Compensation & benefits	Compensation/benefits manager
		Training & development	Training & development specialist, property management trainer
		Diversity	
	Risk management	Insurance	
		Compliance	
		Resiliency	
	Investor relations		Head of corporate communications, VP investor relations