



Marketing Coordinator

DUTIES & ESSENTIAL JOB FUNCTIONS

- Reports to Office Manager
- Creates and maintains all team graphic design work and templates
- Updates team website with current development projects and listings
- Manages Development marketing budget
- Designs all advertising and manages ad submission process
- Manages all Show Home signage, material design, ordering and delivery
- Oversees execution and promotion of Realtor Events for Developments
- Oversees execution and promotion of public events for Developments
- Manages social media – Facebook and Instagram for developments and team overall
- Orders photos/renderings and floor plans
- Designs and manages all digital advertising including but not limited to Instagram, Facebook, Used Vic, Kijiji, Craigslist, Adwords, Billboard creation, team website and database email campaigns
- Designs and manages all print advertising for developments including but not limited to TC and Gazette ads, feature sheets, PDF handout packages, mail walk and follow up cards, price lists and upgrade lists
- Creates/edits/revises copy for ads and marketing materials
- Liaise with 3rd party marketing support teams
- Develop and prepare Monthly Developer Marketing Reports
- Collaborate with Client Care Coordinator on cross-over marketing
- Frequent out-of-office pick-ups, meetings and deliveries
- Telephone answering back up as required
- Attends weekly team meetings, regular marketing meetings and development meetings
- Other duties as required

QUALIFICATIONS

- Strong project management skills required
- Experience with Adwords, Instagram and Facebook advertising management
- Strong Adobe Photoshop, Illustrator and InDesign experience
- Experience in event planning preferred
- Excellent multi-tasker
- Independent, proactive mindset
- Highly organized and detail oriented
- Problem solver
- Positive outlook and demeanor
- Presents professionally
- Strong communication skills – in person, online and via telephone
- Enjoys having fun
- Quick learner

REQUIRED

- Driver's license and vehicle
- References provided upon invitation to second interview