



DATE MARCH 2017

CLIENT MLA CANADA

PROJECT RECRUITMENT

MARKETING MANAGER

CONTACT BAILEY MCRAE | 778.808.1009 | BAILEY@MLACANADA.COM



MARKETING MANAGER

ABOUT MLA CANADA

In 2016, MAC Marketing Solutions and BLVD Marketing Group amalgamated to form McNeill Lalonde and Associates (MLA Canada). As MLA Canada, the best of two cultures are combined and supported by a highly experienced leadership group and dedicated and talented team.

MLA Canada is the most comprehensive real estate service provider in Canada. Partnering with residential developers, MLA Canada offers an unmatched level of expertise in Advisory services, market intelligence, project marketing, sales, customer care and administration. From boutique projects to large masterplan communities, our diverse and deeply experienced service teams deliver exceptional results while placing our clients' objectives and brand identity first. mlacanada.com

WHAT YOU CAN EXPECT

We offer you an exciting and challenging work environment as a Marketing Manager (full-time) at our Downtown Vancouver office and collaborating on a variety of projects at varying stages in its lifecycle.

Our Marketing Manager will have the opportunity to work with clients, suppliers, and have a strong influence in developing and executing all elements of the marketing plan and strategy. The ideal candidate is passionate about project management and be heavily involved in developing and executing on all elements of marketing plans and strategies such as envisioning, branding, and positioning, analyzing market studies, generating leads, transition and online media. Depending on experience and interest, responsibilities will include but not limited to:

- Spearhead marketing strategy, theme, product positioning and creative branding for real estate development projects
- Strategize advertising campaigns – including: print media strategies, advertising design, transit advertisement, editorials
- Influence website development and management, working with a website developer
- Oversee photography management – including: scouting models, location and suppliers
- Responsible for print material – including: stationary, brochures, floorplans, feature sheets, flyers
- Strategize and execute on marketing and sales elements of presentation centres where applicable
- Manage budgets and the communication with your internal team and our clients
- Be an ambassador of MLA Canada inside and outside of our offices

WHAT YOU BRING TO THE TABLE

- 3-4 years of experience in real estate, marketing, interior design, development, creative agency, or PR
- Relevant education (Certificate/Diploma/Degree) from a recognized institute
- Proficiency with MS Office applications
- Ability to project manage like a superstar!
- Ability to produce results independently while maintaining a positive team environment



- Energetic and professional. Natural at developing relationships and working with clients and colleagues
- A keen attention to detail with an ability to thrive in a fast-paced environment
- A great communicator with strong organization skills
- Time-management skills working under pressure with multiple projects and timelines
- Second language is an asset, although not required

WHAT WE CAN GIVE YOU

- Personal and professional development within the company and industry
- A competitive salary with performance bonuses
- A comprehensive benefits package
- A fun, collaborative and autonomous work environment