



Concert Properties Ltd. – Senior Corporate Communications Manager (Maternity Leave)

Position Summary

Reporting to the Director, Marketing & Communications, the Senior Corporate Communications Manager will be responsible for the strategy, implementation and evaluation of corporate communications initiatives aimed at maintaining and building the company's brand across Canada.

Duties

Corporate Communications

- Develop, manage and execute a comprehensive annual corporate communications strategy (traditional and online) for both external and internal audiences
- Author and distribute content/news across all lines of business via blog articles, monthly newsletter, press releases, social media and internal communication channels
- Identify and develop proactive opportunities for PR, sponsorships, etc.
- Create targeted PR pitches, maximize media opportunities and liaise with media
- Direct and manage outside PR agency on select initiatives
- Monitor media and social media; reposting and responding as required
- Analyze performance of communication initiatives and provide recommendations for improvements
- Ensure corporate website is up-to-date, implement changes and manage website development firm
- Lead the creation of four separate annual reports
- Offer communication support to other departments through the community consultation and approvals processes – letters, boards, mini-websites, etc.
- Edit content and material produced by others, as appropriate
- Create PowerPoint and printed presentations for senior management team
- Manage corporate brand and style guidelines, and ensure brand standards, corporate messaging and content standards are consistent
- Organize and execute special events as required

Corporate Marketing

- Lead the creation of corporate and Infrastructure marketing collateral (print and digital)
- Lead the development of new corporate ads
- Manage video productions and photo shoots

Other

- Identify awards programs that are aligned with corporate goals and lead the compilation of award submissions
- Create and manage annual budgets
- Provide support to the broader Sales & Marketing department as required pertaining to condominium, rental and seniors marketing



Requirements

- Depth of experience developing and executing strategic external and internal communications plans
- Excellent writing, editing and proofreading skills with strong attention to detail
- Experience using social media and various online tools for the execution of communication and marketing strategies
- Demonstrated experience working in an online environment with developed knowledge of online marketing concepts, strategies and metrics
- Creative writer with a strong design sensibility
- The ability to work within multi-discipline teams and to provide professional and superior customer service to both internal and external customers
- Manage relationship and co-ordinate effectively with creative agency and outside suppliers
- Strong work ethic with a commitment to quality and personal accountability
- Self-motivated, pro-active and strategically-minded
- Confident with opinions while maintaining a flexible team approach
- Ability to work well under pressure
- Experience working within the real estate industry is an asset

Qualifications

- Education or experience equivalent to an undergraduate degree in a relevant discipline such as Communications, Journalism or Public Relations
- At least 10+ years of communication experience
- Strong computer skills, including InDesign, MS Office and social media platforms (e.g. Twitter, Facebook, Instagram, and Hootsuite). Knowledge of Drupal, Photoshop and Illustrator is an asset.
- Demonstrated attention to detail and accuracy
- Formal training or experience in the use of social media and online marketing & communication tools

This is a general description of the tasks and skills required. Additional responsibilities and duties may be required to successfully perform this position.

If you are interested in this role and have the necessary qualifications, please kindly forward your resume in PDF or MS Word format, quoting the name of the position in the subject line to: WebHR@ConcertProperties.com.

Please be advised that only qualified, short-listed candidates will be contacted.