

Position: Marketing Director

Location: Vancouver, BC

About BOSA:

The story of the Bosa Family Companies is one of entrepreneurship, commitment and a passion for construction that began over 50 years ago. The wholly-integrated, family-run company is backed by a longstanding history of excellence in development, contracting, and asset-management, making it one of Canada's most respected privately-owned brands. With an uncompromising commitment to quality construction and innovative design, the Bosa Family Companies – through its subsidiaries, Bosa Properties and BlueSky Properties – has cemented its reputation as one of the British Columbia's top developers, and boasts an extensive portfolio of residential, commercial, industrial and mixed-use urban properties.

Bosa is proud to have been named an Aon Best Employer for 2016 and 2017, ranking among the top 1/4 of all Canadian employers based on engagement, leadership, performance culture and employment brand.

About the Role:

The Bosa Family of Companies is looking for a strategic marketing mind with a knack for real estate. Could it be you?

Working with Bosa's Marketing team, the Marketing Director will take a leading role in all residential project marketing initiatives, with involvement in some of the company's most prominent developments in Downtown Vancouver and Metrotown. The role seeks a confident and creative self-starter, with a passion for details and an eye for brand.

Reporting directly to the Vice President of Marketing, your average day will include:

- Development of project marketing strategy from project inception through completion, working collaboratively with key stakeholders in Marketing, Sales and Development;
- Leadership and participation of brainstorming and idea generation for project initiatives;
- Management of the development of all project marketing collateral, including but not limited to print materials, digital ecosystems, and sales environments;
- Vendor selection, budgeting, and management for all project marketing deliverables;
- Management of all outbound and inbound project marketing activities;
- Development of communications strategy using Salesforce CRM and Pardot Marketing Automation, from lead generation through homeowner occupancy;
- Development and maintenance of project marketing budgets and cashflow projections;
- Management and mentorship of Marketing team, as required;
- Fostering of relationships within and outside of the organization;
- Support of Corporate marketing initiatives, as required;
- Support of the Executive team, as required.

What you Bring:

- You have post-secondary education in a discipline relevant to marketing or communications;
- You have a minimum of 5-7 years' experience in a real estate marketing role;
- You have successfully launched a diverse range of projects, and have a strong knowledge of urban pre-sales Sales & Marketing programs – luxury experience is preferred, but not required;
- You have experience managing small teams;
- You have extension experience in vendor relations;
- You have strong computer skills and an excellent knowledge of MS Office programs;
- You are familiar with Salesforce CRM and/or Pardot Marketing Automation, or similar;
- You have the ability to use Adobe Creative Suite (Photoshop, InDesign, Illustrator) for basic applications;
- You have excellent communications skills and would consider yourself a strong writer – language skills are preferred, but not required.

About You:

- You're equal parts creative and organized;
- You're as good with details as you are with big ideas;
- You can think strategically, but don't mind rolling up your sleeves to get things done;
- You're efficient and intelligent, and know how you like to work;
- You're confident in your decisions, but are also open to feedback;
- You're driven by strong relationships, and are a people person;
- You're a strong communicator – both in person and in writing;
- You can handle a bit of chaos in your day, and don't mind adjusting on the fly;
- You're the hands-on type and are a self-starter;
- You're a team player who's positive, upbeat and easygoing;
- You have a love for brand.

Your Rewards:

Our most important offering to anyone that joins the Bosa Properties team is our culture of innovation, achievement, and ownership. We bring out the best in each other by constantly striving to be world class in all we do. These values are reflected in our Real Estate Projects, our Company, and our People.

At Bosa, we also offer a very competitive compensation structure that supplements your regular income with a robust benefits package:

- **MSP, Medical and Dental Coverage:** Our industry leading benefits package covers you and your dependents at no cost
- **Friends and Family Program:** Early and exclusive access to our newly released projects
- **BOSAconnect™:** Our annual development conference that is designed and hosted by our leadership and complemented by a range of world-class speakers and workshop experts.
- **Professional Development and Education Support**

How to Apply:



Please submit an application on our [career portal](#). We value your interest in the Bosa Family of Companies. While we can only respond to shortlisted applicants, we will keep your information on file and consider you for future opportunities as they come available.