



Job Title: Lead Marketing Specialist

JOB SUMMARY

The Marketing Specialist's primary objective is to provide design and marketing support to the National Investment Team (NIT).

This role also provides support to the sales team's business plan objectives. Responsible for preparing proposal, presentation and communication materials. Coordinates the distribution of internal and external marketing information.

As part of NIT, you will have the opportunities to work with team members across Canada and will be exposed to some of Canada's leading investment professionals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Conceptualizes and develops the design of flyers, property brochures, proposals or offering memoranda for the purpose of closing deals.

Assist with writing of proposals and other required documentation for the team. Also, contributes to the development of client offers, presentations and proposals.

Supports Sales team members in the implementation of business strategies.

Participates in the formulation and strategy for marketing particular properties and expanding business for a dedicated team.

Acts as point of contact for data requirements from the sales team, including information related to marketing, research and financial analysis.

May source properties and/or clients by researching local and national databases. Tracks and reports on responses and communications from sourcing activities.

Creates and produces electronic and/or direct marketing campaigns for sale or lease of properties to include customized property information materials, comparable market analyses, market and industry research and targeted mailing lists.

Maintains and updates marketing infrastructure which may include a database system, intranet and external website, including data on all prospects.

Other duties may be assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and EXPERIENCE

Bachelor's degree, Associate's degree or equivalent from university or college is required. Three-years' experience providing support to multiple or team of professionals; ability to determine and respond to conflicting priorities preferred. Two-years' experience in the Real Estate industry an asset.

COMMUNICATION SKILLS

Ability to comprehend and interpret instructions, short correspondence, and memos and ask clarifying questions to ensure understanding. Ability to write routine reports and correspondence. Ability to respond to common inquiries or complaints from clients, co-workers and/or supervisor. Ability to effectively present information to an internal department and/or large groups of employees.

FINANCIAL KNOWLEDGE

Requires knowledge of financial terms and principles. Ability to calculate intermediate figures such as percentages, discounts and/or commissions. Conducts basic financial analysis. Ability to abstract a lease.

REASONING ABILITY

Ability to comprehend, analyze, and interpret documents. Ability to solve problems involving several options in situations. Requires advanced analytical and quantitative skills.

OTHER SKILLS and/or ABILITIES

Advanced skills with Microsoft Office Suite, and Creative Suite. Advanced skills set in InDesign, Illustrator and Photoshop is required.

TO APPLY

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