

## Marketing Manager

You are a marketing enthusiast in every sense - you pin, you like/follow/creep, you tear out print ads, and screen grab display ads. Re-targeting is cool but you know that geo-fencing is even cooler. You find inspiration everywhere and share your knowledge with others. People enjoy working with you and you are eager to work with local and international consultants and creative geniuses. You are a well-spoken, well-written, persuasive communicator. Working with Anthem's marketing team means you strategize your approach, you don't run, you walk, and often jump through hoops.

Anthem and Anthem United is a real estate development, investment and management company that strives, solves and evolves to create better spaces and stronger communities. We are Growing Places.

We work hard. We work smart. We work in teams. We challenge the status quo and have fun doing it. We believe in developing our people to maximize their potential. Conversations are candid, conflict is resolved swiftly and coaching is continuous.

### What you will be doing...

- Developing and managing project marketing campaigns from strategy, themeing, positioning and creative branding
- Overseeing planning, strategy, execution, and evaluation of all advertising campaigns (print, online, outdoor, etc.)
- Collaborating with Director of Marketing on project marketing strategies
- Implementing regular marketing tactics as outlined in project Marketing Plans
- Growing, managing, and communicating project objectives and deliverables to a selection of preferred creative, production, and media suppliers
- Collaborating with creative agencies to create marketing deliverables
- Managing proforma budgets for creative development, media placement, and collateral production to reduce overall marketing costs
- Utilizing and managing our CRM to communicate, gauge results, and mine for data
- Managing all project marketing websites, email campaigns and online tactics
- Managing production and marketing operations of our Presentation Centers

**What you have...**

- 4-6 years in a professional marketing position in an active market (preferable at least 2-3 years of that time spent in residential real estate marketing).
- Post-secondary degree in a marketing-related area of study.
- A passion for developing innovative solutions to solving marketing problems.
- A desire to have fun at work while doing what you love.
- Basic proficiency in Creative Cloud: InDesign, Dreamweaver.
- Experience with CRM, Lasso and MS Projects
- Time-management and excellent communication skills
- Second language is preferable, although not required
- Ability to travel to Alberta and California when necessary (Valid Passport required)

Founded 26 years ago, Anthem is a team of over 300 people driven by creativity, passion and direct communication. Anthem and Anthem United have invested in, developed, and managed – alone or in partnership – more than 190 residential, commercial and retail projects with an aggregate value of \$5 billion. Our growing residential portfolio includes more than 10,000 homes that are complete, in design or under construction. We own, co-own and manage 6.2 million square feet of retail, industrial, residential rental and office space in BC, Alberta and California, and we currently hold over 5,000 acres of land in Western North America.

Please, no unsolicited resumes or phone inquiries from agencies. View our Policy on Unsolicited Resumes on our website.