



## Marketing Coordinator

PortLiving, part of Port Capital Group which was established in 2003, is an award-winning Vancouver-based real estate investment and development company with a strategic portfolio of residential, commercial and industrial assets. With centrally-located projects in transit-friendly neighbourhoods, PortLiving provides modern and sophisticated living and working environments that are creative, sustainable, and practical.

We are a company that puts an emphasis on sustainability, innovation, and quality, and are relentlessly committed to achieving our corporate goals within a positive company culture. We value each and every business and personal relationship we have and are committed to nurturing these relationships to the benefit of all. We value people that understand and live our core values and bring a creative and fun attitude to the workplace.

### Overview of the Position:

We are looking for a motivated individual to join our team as a full-time Marketing Coordinator. In this highly dynamic role, you will be working alongside the Marketing Manager, and other key members of the marketing and sales team. The Marketing Coordinator will be exposed to the full spectrum of the project life cycle and have a leading role in coordinating all marketing collateral. Key responsibilities of the coordinator will include:

- Support and collaborate with the marketing team and graphic designers on the development of project and corporate branding
- Manage various email campaigns, including the template design, copywriting and deployment
- Coordinate various print and digital advertising campaigns
- Management of online tactics including social media profiles and presence, SEO and CPC campaigns
- Assist with printing and production of marketing materials
- Maintain current websites and assist with creative development of project websites
- Event coordination and planning for various project launches and community events
- Generate weekly marketing analytic reports and documentation
- Responsible for the maintenance of internal CRM database
- Assist the Marketing Manager on other special projects and initiatives
- Maintaining our marketing library

### Qualifications and Knowledge:

- 2-3 years of experience working in real estate or marketing
- Relevant education (Certificate/Diploma/Degree)
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- Exceptional time management and organizational skills to work on multiple projects and timelines
- The ability to work and thrive in a fast-paced, rapidly changing work environment
- Working knowledge of Microsoft Office and Adobe Creative Suite (particularly Photoshop and InDesign)
- Working knowledge of real estate based CRM software (Lasso)
- Sense of humour

To apply, please send your resume and cover letter to [info@portliving.com](mailto:info@portliving.com) with "Marketing Coordinator" in the subject line. We thank all applicants for their interest; however, only those selected for follow-up will be contacted.