



## Digital Marketing Coordinator Job Opportunity

Are you the person in your friend group dubbed 'the tech-savvy one'? Are you all about the details? Does the idea of no two days alike excite you? Enough with the questions – if this sounds like you; you may have found your perfect fit.

BC's original homebuilder, Ledingham McAllister, is looking for an energetic and enthusiastic person to join our tightly-knit marketing team.

### What We Want From You:

- Excellent time management and organizational skills – we love lists
- You thrive in constantly changing situations and are quick to adapt
- Exceptional attention to detail (**there's a spelling error in this description, please tell us what it is in your application email**)
- The confidence and personality to deal with all types of people – you don't get intimidated easily
- An interest in Real Estate Development and want to learn more about this ever-changing industry

### What We Need:

- Completed formal education in Marketing, Communications, English or Graphic Design
- 2+ years' experience in a digital marketing role - Real Estate industry experience a plus
- Proficient knowledge of Adobe Creative Suite Programs (e.g. InDesign, Photoshop, Illustrator) and Microsoft Office (e.g. Word, Excel, PowerPoint or Keynote)
- Fluency in HTML5/CSS and experience with Hootsuite and Lasso CRM Systems preferred

### What You Get:

- Full benefits package
- Competitive salary based on your experience and industry standards
- Awesome co-workers (you must be okay with bad jokes, constant photos of dogs and sharing sushi)
- A coveted position with a local company with an amazing reputation since 1905

### What You'll Do:

- Collaboratively manage and coordinate corporate and project specific content for all websites, blog posts, social media channels, marketing emails, ads, etc.
- Create and manage SEO, SEM, SMM, CPC, online and print advertising campaigns, etc.
- Work with Graphic Designers to develop marketing collateral – for both digital and print
- Oversea website development and maintain current websites ensuring all content is accurate and up to date
- Set up and maintain CRM system accounts and manage production, approval, implementation and reporting for all email campaigns
- Coordinating between sales staff, head office, trades etc.
- Perform any other duties and responsibilities as assigned and much more!

We are a small team, so there is lots of getting-it-done without worrying about who's "supposed to" do it. In addition to having a positive, can-do attitude, you will get on-the-job training from senior team members. This role is one of great responsibility and those who have thrived in this position in the past, have moved into senior marketing positions over time.

If this sounds right up your alley – we want to meet you!

Please apply with your resume and a brief description about yourself and why you believe you're the ideal candidate. Any candidate who sends a resume or cover letter without mentioning the spelling mistake noted above will not be contacted, no matter how otherwise qualified.

Please email resume and cover letter in confidence by no later than **April 15<sup>th</sup>, 2018** to:

**Kristina Meyer**  
**kmeyer@ledmac.com**

**Subject: Digital Marketing Coordinator**

*No phone calls please. Only qualified candidates will be contacted.*