

Focus and Responsibilities

- Project Management Support
- Corporate Support
- Market Research and Reporting
- E-mail Marketing
- Website Management
- Project Data Collection

Program Skills Required

- Fifth Ave SMART CRM, Lasso CRM, Yongle Contract Management System
- Realtor Link (MLS), NHSLive
- Google Analytics, Survey Monkey, Word Press, Hootsuite, Social Media Platforms
- Intermediate Adobe – InDesign, Photoshop, Illustrator
- Intermediate Office – Outlook, Excel, Word, PowerPoint
- We Transfer and Drop Box
- Ability to Extract Data from Stats Canada

Job Description

Project Management Support

- Work with the Project Management team to provide support on project deliverables.
- Produce marketing materials including flyers, promotional packages, and price lists.
- Coordinate onsite private and public events (attend as needed).
- Coordinate Georgie, Ovations and other Award submissions with Project Managers.
- Review marketing collateral for errors and accuracy.

Corporate Support

- Proof and edit quarterly Fifth Dimension report.
- Help produce business development proposals.
- Conduct monthly audits of corporate databases (realtor, industry and consumer), quality, unsubscribes, and maintenance.
- Provide executive support to the President as needed.
- Provide backup Boardroom operations support and reception relief when needed.
- Coordinate corporate events with the Director of Marketing.
- Assist Director of Marketing with the creation of corporate marketing strategies and Fifth branded sales tools.

Market Research and Reporting

- Pull re-sale data from Realtor Link (MLS) and provide data in a report format that is easy to analyze.
- Keep current on new home sales throughout Metro Vancouver. It's expected this is done through online research through Urban Analytics, outreach to competition and comparative shopping.
- Provide team with regular updates on competitive offerings and relevant new home sales data.
- Provide new home sales data in a report format that is easy to analyze.
- Create trendline graphs as requested.
- Keep the team current on area demographics for the communities being worked in.
- Track and map upcoming developments in areas Fifth Avenue is active.
- Understand buyer demographic trends for each community Fifth Avenue is active.

E-mail Marketing

- Maintain an e-blast calendar and schedule project and corporate e-blasts with Project Managers and Director of Marketing (Monthly).
- Write e-blasts; liaise with Project Manager, and sales teams for comments.
- Maintain a digital record of opt outs as well as e-blasts sent and competitive e-blasts for referencing.
- Design e-blast headers, footers, and templates using Lasso, InDesign and Photoshop.
- Create and send e-blasts in Lasso with approval from the Project Manager and from time to time the Director of Marketing.
- Monitor e-blast effectiveness; send report to Project Manager one week after.
- Keep current with Lasso CRM by getting support for managing database effectively, e-blasts, training, take webinars, etc.
- Track e-blasts being sent and submit invoice for billing to Office Manager on a monthly basis.
- Update and send homeowner newsletters as directed.

Website Management

- Audit the corporate website on a weekly basis to ensure information is current.
- Update content when necessary including weekly blog posts (content provided).
- Regularly review Realtor portal to ensure downloadable content is kept current for all projects.
- Track website analytics monthly and report back to Director of Marketing on results and recommendations for improvement.

Project Data Collection

- Review analytics for all projects on a monthly basis and provide data for monthly marketing reports. This includes but is not limited to: Lasso inquiry data, buyer data, sales results, project website performance and budget tracking.
- Assist in formulating monthly marketing reports for each project.
- Upon sell-out of a project, generate a detailed final report outlining final sales results and buyer demographic information in detail.
- Conduct surveys using Survey monkey for each project (Quarterly).

Career Path

The life of role is approximately 2 to 4 years. Once successful in the role advancement would be to a Marketing Management position within the company.