

JOB POSTING: Marketing Manager (Permanent/Full-Time)

The Bosa Family of Companies, Vancouver BC

The Bosa Family of Companies is looking for a strategic marketing mind with a knack for real estate. Could it be you?

Working with Bosa's marketing team, the Marketing Manager will take a leading role in all residential project marketing initiatives, with involvement in some of the company's most prominent developments. The role seeks a confident and creative self-starter, with a passion for details and an eye for brand.

The Role:

Reporting directly to the Director of Marketing, your average day will include:

- Development of project marketing strategy for launch and tempo campaigns, working collaboratively with key stakeholders in Marketing, Sales and Development;
- Management of all project marketing collateral, from concept through to completion, including but not limited to print materials, digital ecosystems, and sales environments;
- Management of all outbound and inbound project marketing activities;
- Development and execution of communications strategy using Salesforce CRM and Pardot Marketing Automation, from lead generation through homeowner occupancy;
- Vendor selection, budgeting, and management for all project marketing deliverables;
- Development and maintenance of project marketing budgets and cashflow projections;
- Participation in brainstorms and idea generation for project and corporate initiatives;
- Support of corporate marketing initiatives, as required;
- Review and preparation of marketing and sales reports, as required;
- Mentorship of junior team members.

About You:

- You're equal parts creative and organized;
- You're a team player who's positive, upbeat and easygoing;
- You're as good with details as you are with big ideas;
- You can think strategically, but don't mind rolling up your sleeves to get things done;
- You're efficient and intelligent, and know how you like to work;
- You're confident in your decisions, but are also open to feedback;
- You're a strong communicator – both in person and in writing;
- You can handle a bit of chaos in your day, and don't mind adjusting on the fly;
- You're the hands-on type and are a self-starter;
- You have a love for brand.

Your Background:

- You have post-secondary education in a discipline relevant to marketing or communications;
- You have a minimum of 3-5 years' experience in a real estate marketing role;
- You have successfully launched a diverse range of projects, and have a strong knowledge of urban pre-sales Sales & Marketing programs;
- You have excellent communications skills and would consider yourself a strong writer – language skills are preferred, but not required;
- You have strong computer skills and an excellent knowledge of MS Office programs;
- You are familiar with Salesforce CRM and/or Pardot Marketing Automation, or similar;
- You have the ability to use Adobe Creative Suite (Photoshop, InDesign, Illustrator) for basic applications.

About Us:

The story of The Bosa Family of Companies is one of entrepreneurship, commitment and a passion for construction that began over 50 years ago. The wholly-integrated, family-run company has a longstanding history of excellence in development, contracting, and asset-management, making it one of Canada's most respected privately-owned companies. With an uncompromising commitment to quality construction and innovative design, The Bosa Family of Companies – through its subsidiaries, Bosa Properties and BlueSky Properties – has cemented its reputation as one of the British Columbia's top developers, and boasts an extensive portfolio of residential, commercial, industrial and mixed-use urban properties.

Bosa is proud to have been named an Aon Best Employer for 2017 and 2018, ranking among the top 1/4 of all Canadian employers based on engagement, leadership, performance culture and employment brand.

If you are interested in applying for this position, please email your cover letter and resume to people@bosaproperties.com

No Third Parties. Thank you.