

Marketing Coordinator, The City of Lougheed

About SHAPE

SHAPE is the real estate investment, development and management company leading some of the largest and most exciting projects in North America including The Amazing Brentwood and The City of Lougheed in Metro Vancouver. With more than 370 acres in our growing portfolio, SHAPE manages +2.7M sq.ft. of commercial space with +3.5M sq.ft. of commercial and residential space under construction.

The City of Lougheed: From Shopping Centre to City Centre, the evolution has begun

Today, Lougheed Town Centre is a regional shopping centre at one of Metro Vancouver's most central and connected access points. Over the short and long term future, it will evolve into The City of Lougheed - a complete and authentic 37-acre city. Its neighborhoods will work together, yet have their own unique charm. There will be fresh greenery and open spaces. Shops will range from big box to boutique and the eateries, cafes and entertainment that make a great downtown will always be steps away. You'll be able to work here, socialize here or live in one of the 10,000 new homes. At the centre of the region with two Skytrain lines connected, The City of Lougheed will be the heart of Metro Vancouver.

In 2018, the evolution and rebrand to The City of Lougheed will begin. As a first step, updates are in progress within the shopping centre including a new casual dining concept called The Eateries which will open in the fall. Over the coming years, new neighbourhoods, restaurants, amenities, retail, social areas and public spaces will emerge, fueling the transformation from shopping centre to city centre.

About the Role

The Marketing Coordinator will support the Marketing Manager on the rebrand to The City of Lougheed, the launch of the new Eateries and to generate excitement in the community for the evolution taking place. They will be focused on shifting perceptions, engaging new audiences and building a strong and compelling brand. The Marketing Coordinator will be involved in initiatives including experiential marketing activations, launching new social media channels and event planning and execution. They will also be responsible for ongoing initiatives including administration, communication with shopping centre tenants and working closely with our guest services team.

Primary Responsibilities

Day-to-day:

- Manage printing and promotional projects and campaigns with third party agencies
- Support the centre's community engagement programs
- Coordinate marketing material, visual presentations and on-going communications
- Assist in the planning, organizing and execution of all advertising, promotions and special events

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- Support administrative duties
- Communicate with shopping centre tenants and staff
- Ensure consistency of image/brand is maintained throughout the centre
- Receive all invoices and code to appropriate accounts
- Prepare all vendor and supplier cheques and payment for signing

Events

- Source suppliers and vendors based on events and monthly programming
- Set up meetings with vendors
- Give direction to the Guest Services team where required
- Flexible schedule during event days (Evenings and weekends)
- Represent property during Street Team community events
- Social media and contest management and execution
- Manage all insurance related requirements with all events and third party suppliers

Social Media

- Work with the Marketing Director to create monthly content strategy
- Conduct monthly social media audits on competing properties
- Formulate strategies and suggestions based on monthly audit findings
- Stay on top of what is current and trending within the digital industry
- Manage all monthly statistics and give suggestions on how to improve engagement
- Schedule all content

Website Maintenance

- Prepare and distribute monthly E-blasts and maintain the email database
- Provide month end statistics and suggestions for web visits, most visited pages, # of downloads, etc.
- Provide monthly statistics and suggestions on new email addresses/bounces, etc.
- Manage all website updates and coordinate with third party vendors
- Upload all PR related articles from the web onto our website and keep up to date
- Provide design support for signage, online and administrative requirements
- Assist with any video production
- Work with third party suppliers

Planning

- Assist with the yearly marketing plan and concepts
- Participate in monthly brainstorming sessions

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Community Engagement

- Work with Guest Experience Manager on community engagement initiatives and roll out tactics
- Work with Guest Experience Manager and Marketing Director to roll out street team initiatives
- Research various community events and contact event managers to see if participation is possible

Design

- Provide day-to-day design support through the use of Photoshop and Illustrator to conceptualize campaigns for both online and in print
- Photography and photo editing

Required Training and Experience:

- Minimum 1 year of experience in a similar marketing role
- Retail and hospitality experience preferred
- Undergraduate degree an asset

Required Knowledge, Skills, Abilities:

- Social media savvy with experience managing a high profile personal or brand presence
- In depth knowledge of fashion, trends and new brands
- Excellent organization, time management and prioritization skills to balance competing priorities
- Exceptional interpersonal and communication skills, both verbal and written with the ability to foster relationships with team members, colleagues, retailers, vendors and community partners
- Hard working, self-starter with a can-do attitude
- Strong computer skills and proficiency in MS Office applications and Hootsuite

To apply, please visit our website at <http://shapeproperties.com/careers>