



**Job Title:** PR & Communications Specialist

**Reports To:** Marketing Manager

### Position Summary

We are looking for a passionate PR & Communications Specialist to join our award-winning Marketing Team, which is recognized as a “team to watch” in both the Marketing and Rental Apartment industries. Recent top achievements include 2017 FRPO Award for Best Property Management Website, 2017 Vancouver User Experience Award for Best UX for Products and Services, 2017 W3 Silver Awards for General Website-Real Estate, 2015 & 2016 FRPO Award for Advertising Campaign, and more.

The successful applicant will be an extremely resourceful self-starter, comfortable working with other departments, motivated to go above and beyond expectations, and able to connect with senior executives as required. Also, they should be able to modify and adapt their writing style according to the medium, be it social media, blogs, press releases or advertising collateral.

### Key Duties and Responsibilities

- New Developments:
  - Create and manage all communications (media advisories, press releases, email campaigns, etc.)
  - Assist with development application and rezoning process, community outreach, and stakeholder relations (eg. municipal staff, consultants, facilitators)
  - Event planning and facilitation – D.I.S., Town Hall Meeting, City Council Meetings, Public Hearings
  - Create content and presentations as necessary
- Stakeholder Relations:
  - Liaise with industry associations and community organizations
  - Advance Hollyburn’s position as an industry leader
  - Manage all community partnerships (Covenant House, Gordon Neighborhood House, etc.)
  - Plan community engagement events for staff (Pink Shirt Day, community volunteer opportunities)
  - Active member of West End BIA Promotions Committee and Jim Deva Plaza Oversight Committee
  - Attend association related events, networking opportunities
  - Build relationships with key industry players and competitors
- Media Relations:
  - Primary point of contact for media inquiries
  - Coordinate the scheduling of media interviews and events
  - Communications support/coaching for executives and staff in preparation for press interviews and events
  - Create and distribute Press Releases as required
  - Keep up to date on current industry news, share information with team as necessary
  - Maintain an up-to-date Hollyburn Media Contact List
  - Build relationships with key media personnel

- Work with external PR consultants
- Produce editorial content for industry publications
- Create annual media/communications report documenting all coverage and reach
- Social Media and Blogging:
  - Manage annual Communications and Events Calendar
  - Manage and publish content for all Hollyburn social media platforms (Blog, Facebook, Twitter, Google +, LinkedIn, Instagram)
  - Monitor online reputation. Respond to all customer inquiries/comments/reviews in a timely manner
  - Report on the effectiveness of social media initiatives; suggests new strategies as required
  - Mentor and train other team members on social media best practices.
- Corporate and Resident Communications:
  - Produce and/or edits public-facing communication materials as necessary (eg. policies, formal correspondence with residents)
  - Copywriting for all print and web marketing collaterals
- Event Sponsorships and Management
  - Negotiate sponsorship packages and partnerships for community events
  - Manage event set up and activation and prepare event materials
  - Plan and execute corporate events as required
- Manages special projects as required
- Performs any other duties and responsibilities as assigned

## Knowledge, Skills and Abilities

- Bachelors Degree in Communications or a related field;
- 3-5 years' experience in Public Relations or Communications;
- Previous experience in the Real Estate industry is considered a strong asset
- Attention to detail and accuracy, even as priorities change and urgencies intervene;
- Excellent writing, editing and proofreading skills.
- Previous experience in business/marketing writing;
- Excellent computer skills with proficiencies in MS Office and Hootsuite
- Basic knowledge of HTML required for creating eye capturing email campaigns
- Ability to learn new programs/applications as needed;
- A high degree of judgment and discretion as well as decision-making ability and the capability of handing confidential and sensitive information in an appropriate manner;
- Ability to strategize, plan and organize work efficiently and effectively;
- Ability to analyze, problem-solve, mediate and mitigate difficult situations
- Excellent communication skills with the ability to build relationships with key stakeholders;
- Strong interpersonal skills; Ability to work independently and in a team environment where mutual support is essential;
- Ability to work some evenings or weekends, when required;
- Ability to think creatively

Hollyburn Properties Limited welcomes and encourages applications from people with disabilities.

If you are interested and meet the requirements, please apply to [careers@hollyburn.com](mailto:careers@hollyburn.com). We thank all applicants who apply, but only those who are qualified may be contacted.