



Job Title: Marketing Manager

Reports To: Board of Director

Position Summary

We are looking for an experienced Marketing Manager 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 Marketing Manager contributes to Hollyburn achieving its goals by executing a broad range of marketing brand and communication programs. This position will work closely with the Directors and General Manager to develop and implement strategic marketing plans to ensure Hollyburn has a successful marketing presence in all regions of operation. In addition, this position will provide leadership to the Marketing Department by ensuring the appropriate structures, systems, competencies and values are developed in order to meet and exceed the goals of the Marketing plan and strategies.

Key Duties and Responsibilities

- Assumes overall responsibility for developing the annual marketing plan for the organization, for strategic market planning, market research programs and control of the marketing budget;
- Creates and manages the annual Corporate Marketing Budget and any Development Project Marketing Budgets
- Organizes and leads marketing and strategy meetings on a regular basis;
- Reports on marketing initiatives and goals to Company Directors and Senior Management as requested;
- Responsible for coaching, mentoring and managing the Marketing team, including conducting annual performance appraisals, in addition to providing training and development opportunities;
- Assists the General Managers and Property Managers in establishing marketing campaigns that maximize opportunities for revenue in all markets across Canada;
- Oversees development of customer retention and customer service initiatives including;
 - Staff and Resident Contests roll outs;
 - Referral and Incentive Programs;
 - Value Added Partnership Programs;
 - Resident appreciation events and Open Houses;
- Oversees management of SEO, SEM, SMM, PPC Campaigns; Online and Print Advertising; Promotional Campaign creation and management;
- Creates and Manages marketing strategies for exciting new development projects.
- Participates on relevant industry committees to ensure that the company has a high level of professional standing;
- Develops ongoing liaisons with key leaders in industry associations to ensure that significant developments in the field are identified and monitored;
- Builds rapport with associations (WEBIA, UDI, ULI, LandlordBC, PAMA, CFAA, RHC, etc.);
- Oversees and assists with the creative process with internal/external literature and marketing collateral;

- Responsible for sourcing, selecting and working with consultants whenever necessary;
- Leads or participates in special projects including cross functional/departmental projects as required;
- Participate in operational meetings with Property Managers (weekly), Department Heads (bi-weekly), and all staff (monthly)
- Performs any other duties and responsibilities as assigned.

Knowledge, Skills and Abilities

- Post-Secondary education in Communications, Marketing, Business, or related field;
- Minimum 5-7 years experience in a related field;
- Knowledge and experience in Residential Rental Property Management and Development industry is an asset;
- Ability to manage marketing team across functions (branding, on-line, internal/external communications, social media, events and sponsorships, etc.);
- Experience in coaching and supervising a team;
- Excellent organizational and project management skills;
- Ability to manage multiple projects in a deadline-driven environment;
- Strong creative, critical thinking and problem solving skills;
- Attention to detail and accuracy, even as priorities change and urgencies intervene;
- Ability to work well with and present to all levels of an organization;
- Excellent computer skills with proficiencies in MS Office. Ability to learn new programs/applications as needed;
- Experience in online advertising and website management;
- Well developed writing, editing and proofreading skills. Experience in business/marketing writing;
- Strong interpersonal skills and the ability to build and maintain external business relationships;
- Ability to work weekends and evenings for community events;
- Ability to travel to different cities in our portfolio.

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

If you are interested and meet the requirements, please apply with your salary expectations to careers@hollyburn.com. We thank all applicants who apply, but only those who are qualified may be contacted.