

PORTE HOMES

Job Title: Marketing Coordinator
Department: Residential Real Estate Development
Reports to: Marketing and Sales Director
Term: Maternity Leave - Full-time – 6 months coverage

ABOUT PORTE:

There are countless reasons to consider a career with Porte. For starters, you'll be part of an encouraging, supportive team with plenty of room for growth. Plus, you'll enjoy perks like weekly fitness training sessions and team building events throughout the year.

And, of course, you'll be an integral part of a family company building on over 50 years of success, amazingly generous charitable work and progressive leadership in the real estate industry. Learn more about Porte at porte.ca.

JOB SUMMARY:

The Marketing Coordinator provides marketing and sales support to the Marketing and Sales Director, and works with the development, customer experience and sales team. The Marketing Coordinator is a crucial role to the sales success of our residential condo and townhome developments.

This position is to cover for a maternity leave. Position will commence January 2019 and will be for a 6 month term.

JOB DUTIES:

Marketing Support

- Prepares media schedules and books the advertisements.
- Monitors ads to ensure accuracy, insertion deadlines are met and ads are placed properly, and assists with updating ads as; providing input on recommendations for changes.
- Monitors the effectiveness of the advertising
- Work with Porte receptionist to develop social media calendar
- Researches new marketing opportunities and platforms.
- Prepares and Assists with email blasts to the database including prospecting and purchaser emails
- Updates project websites weekly and checks information for accuracy, and updates messaging on the project sections of the Porte website.
- Assists in the development of marketing and sales material for presentation centres, including researching information to be included, checking the accuracy of information, and proofreading.
- Assists with the installation of new presentation centres and organizes display suite moves and presentation centre shut downs.
- Books photographers for display suites and is available on-site to provide direction, and to ensure photos and videos meet Porte's standards.

- Provides support in the preparation for launches, realtor functions and friends and family events, including organizing catering, administering communication, such as email blasts and flyers, and proofreading marketing material.
- Inputs home buyer profiles into Survey Monkey and analyzes data
- Provides support in market research, such as conducting online research on competitors, and developing and updating competition reports.
- Participates in planning and strategizing meetings as required.
- Participates in the refinement of unit mix and review of floor plans for new developments as required.

Sales Support

- Provides assistance to get all material ready for sales
- Provides assistance to the on-site sales team to ensure they have adequate supplies and technical equipment for proper setup and coordinate the maintenance of presentation centres and display suites on an as-needed basis.
- Attends all launches and events.

Customer Experience Support

- Provides administrative assistance throughout construction to update buyers, assist with paperwork and to get all material ready for key turnovers to ensure all buyers have an exceptional experience
- Assist with walk-throughs of developments and homes to get homes ready for key turnovers

QUALIFICATIONS:

- Real estate experience is an asset but not required
- At least 2 years' experience in customer service, marketing or sales
- Strong administrative, writing and communication skills
- Customer service focused
- Able to work independently and as part of a team
- Experienced Microsoft Word, Excel and working with a CRM program such as Lasso

WORKING CONDITIONS:

- Normal office hours from Monday to Friday, 5 days per week.
- Occasional work outside normal office hours, including weekends and evening work to accommodate for launches, events and busier time periods.
- Must have reliable vehicle

COMPENSATION:

- Competitive Salary; based on experience
- Car allowance
- Dental and extended medical after 3 months of employment

If you feel you would be a good fit please submit your resume and cover letter to careers@porte.ca. No phone calls please.