

ALABASTER

SENIOR MARKETING MANAGER

We are Alabaster Homes. Our business is real estate development, but we see ourselves as a team of *Community Builders*. We love what we do and it shows – both in the homes as well as in the relationships that we build. To support continued growth, we seek a creative and enthusiastic Marketing professional to join our team. Working closely with Alabaster's leadership team, the Senior Marketing Manager (SMM) will play a critical role in the success of our company's projects. This is a rare opportunity to utilize both project marketing and corporate marketing expertise within a dynamic and growing real estate development team.

When promoting our communities, the SMM will work closely with the Executive Vice President to create and then manage the marketing strategy and program. This role will grow and evolve over time, but core responsibilities will include:

- Driving the strategy and production of all marketing materials and tools, in both digital and print format;
- Creating and managing effective marketing and promotional campaigns;
- Managing aspects of interior design and directing the design of showhomes and presentation centres;
- Managing marketing budgets and directing media expenditures;
- Collaborating with Alabaster's Sales, Development and Construction teams through the various stages of projects;
- Supporting and strategizing with our in-house Sales team during launch and tempo phases; and
- Evaluating market trends, competitor activity and market strategy effectiveness on an on-going basis.

WHO YOU ARE

To fulfill the obligations of this opportunity, you must be a highly-creative with a passion for marketing, communications and design. You possess a minimum of three years of directly applicable experience with a multi-family developer or real estate sales and marketing company. You have also completed post-secondary education in Commerce, Real Estate or Marketing. To succeed in this role, you require business acumen and proven success managing multiple complex projects simultaneously. You will need a current knowledge of the Vancouver real estate market and an extensive and solid network of industry colleagues. Your excellent interpersonal, organizational and communication skills are assumed.

In addition, to thrive within the Alabaster team, you should also be:

- Resourceful and independent while also a consummate team-player;
- Truly people-oriented, with an innate ability to build positive relationships;
- Acutely design-savvy, with eye for details, colours, and lighting;
- Passionate about real estate and motivated to create well-designed space;
- Resilient and a natural problem solver, able to persist when confronted with a challenge; and
- Highly-ethical, respectful and good-humoured.

TO APPLY

To apply, please submit a resume and brief cover letter to klm@resolvesearch.com. While we thank all applicants for their interest, only select candidates will be contacted for follow-up.