

DIRECTOR OF MARKETING JOB POSTING

Townline is an industry-leading, Vancouver based real estate developer known for its innovative living solutions and unparalleled attention to detail. For over 40 years, every Townline project - from single-family homes and townhomes to concrete high-rise towers and mixed-use communities - has been defined by a strong focus on homebuyer and tenant experience, purposeful design, and an unwavering commitment to enriching the cities and communities we build in.

Townline is deeply involved at each stage of every project, with in-house development, finance, construction, marketing, sales and leasing, and customer care teams. We believe in a person-to-person approach with each of our stakeholders, partners, and buyers, and are wholly committed to meeting each promise and exceeding every expectation. That's the Townline Way.

Currently our Vancouver Head Office is in search of a dynamic Director of Marketing to join the team. The ideal candidate is a highly organized individual who is an effective communicator, a creative problem solver and someone who thrives in a collaborative team environment.

This is an exciting opportunity for someone who would like to work with one of BC's most respected and proven residential and mixed-use developers.

Townline offers a competitive compensation package, a transportation allowance, a comprehensive health benefits program, a complimentary on-site gym/wellness centre and bike storage. As well, our office is conveniently located right on the Canada Line at Marine Gateway.

ROLE DESCRIPTION

Reporting to the VP Sales and Marketing, the Director of Marketing is responsible for overseeing all project marketing and corporate marketing initiatives while managing and mentoring the Marketing team.

The Director of Marketing's responsibilities include, but are not limited to:

- Working in collaboration with the Director of Sales to develop suite mix recommendations, amenity programming recommendations and interior design specification recommendations;
- Working in collaboration with in-house Development and Construction teams to participate in and provide feedback in value engineering process/meetings;
- Reviewing and providing feedback/suggestions on all product design elements to ensure they complement project positioning and appeal to the target market, allowing Townline to stay competitive while considering the cost implications;
- Developing and leading project marketing strategies including but not limited to:
 - Product positioning;

- Brand development;
- Sales & marketing strategies;
- Creative direction of assets & collateral (website, renders, brochure, model, photography, etc.);
- PC + DS planning, construction & completion;
- Budget & timeline development.
- **Oversee all project marketing execution including but not limited to:**
 - Asset & collateral creation (print & digital);
 - Media planning;
 - Marketing communications;
 - Budget management;
 - Timeline management.
- **Oversee all Corporate marketing initiatives to ensure corporate brand guidelines are met, brand integrity is maintained and Townline brand following increases via:**
 - Social media strategy, implementation and measurement;
 - Corporate website;
 - Seasonal advertisements;
 - E-blast communications;
 - Collateral development;
 - Sponsorship opportunities.

QUALIFICATIONS & REQUIREMENTS:

- Post-secondary education in Marketing, Communications, Public Relations, Business Administration or a related field;
- 7+ years of Real Estate industry experience;
- 5+ years of Management experience preferred;
- Knowledge of graphic design an asset;
- Strong management, mentoring, delegation, planning and leadership skills;
- Commitment to working in a team environment, with established team building abilities;
- Strong communication, integration, problem-solving and interpersonal skills;
- Results-oriented with the ability to interpret and effectively manage multiple and competing priorities and time lines;
- Superior public relations skills with a demonstrated track record of dealing successfully with internal and external customers;
- Highly effective negotiation, diplomatic, and conflict resolutions skills;
- Demonstrated reputation for acting with a high level of integrity at all times.

To find out more about us, please visit our website at townline.ca.



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TO APPLY:

Please submit your cover letter and resume via BambooHR at:

<https://townline.bamboohr.com/jobs/view.php?id=28&source=aWQ9MTY%3D>

We thank you in advance for applying; however, only those short listed will be contacted.

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IS
THE
TOWNLINE
WAY