

Position: Director, Brand

Reports to: Vice-President, Marketing

Job Type: Full-time

About rennie & Our Culture

We are real estate at its thoughtful best. We see real estate as a means to build better communities and improve lives. For more than 40 years, we have been leaders in the field because we consistently put people and relationships first.

Integrated under rennie are Developer Services, Consumer Services, and Consulting Services. Founded on collaboration, we intentionally foster a supportive environment between our inhouse Intelligence, Technology, Conveyance, Finance, Brand, and Advisor Teams. Together, we are the definition of strength in numbers – a culture where individual success is team success.

We have partnered with developers throughout Western Canada and Washington State to help acquire, plan, design, market and sell some of the region's largest and most successful communities. Integrating market intelligence, strategic perspective, and industry experience, our head office team of 90 and more than 160 Realtors in the field work seamlessly to deliver products and sales to build clients' brands and ensure continued success. Whether our clients are buying a home, selling a home, or building a community, they can depend on rennie and our team of trusted advisors to bring expert knowledge and trusted experience, while delivering exceptional service.

About the Opportunity

The Director, Brand is a rennie systems team leader responsible for developing, implementing, and overseeing rennie corporate and realtor brand activities, enhancing brand awareness within the digital space, among our service groups, and in the market as a whole. The brand team is a talented group of brand and design professionals who will report into this role as their performance leader for guidance, growth, and inspiration.

Duties:

- Assists in developing strategic marketing plans to meet goals and objectives of the company and individual business units.
- Develops and maintains assigned brand budgets.
- Works with the team to oversee the development and production of brand, marketing, and promotional materials and programs including but not limited to paid print media, printed collateral, electronic media, retail and office branding, direct mail, and signage.
- Develops plans, programs, and promotions to improve market penetration and meet corporate objectives.

- Coordinates and manages market research, competitive analysis and campaign performance; utilizes knowledge and prepares reports as needed.
- Assists with development and maintenance of consistent corporate image throughout all marketing and promotional materials and product lines.
- Curates, manages, and empowers a wide base of creative, digital, and production consultants.
- Assumes primary accountability for rennie.com content and look/feel. Leading brand digital team, interfaces with technical development and design teams.
- Product manages the production of all intelligence reports that are produced and distributed, liaising with print suppliers when necessary.

Supervisory Responsibilities:

- Responsible for the hiring, performance, and growth of brand team and part time contractors.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.
- Interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and providing feedback to employees; addressing areas for improvement and resolving problems.

Desired Skills/Experience:

- Bachelor's degree (B.A.) or equivalent in related field.
- Six to eight years related experience leading a corporate brand.
- Experience working in or closely collaborating with a creative/advertising agency.
- Experience and proficiency leading teams and fostering healthy teamwork.
- Excellent written and oral communication skills.
- Strong organizational, problem-solving, and analytical skills.
- Ability to manage priorities and workflow for self and team.
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm.
- Demonstrated ability to plan and organize projects.
- Proven leadership and business acumen skills.
- Proven ability to handle multiple projects and meet deadlines.
- Good judgment with the ability to make timely and sound decisions.
- Creative, flexible, and innovative team player.

Compensation and Benefits:

- Competitive Salary based on experience.
- Extended healthcare benefits.
- Eligibility for participation in our extensive bonus program based on performance.
- Participation in our annual retreat, attend our monthly lunch and learns with leading industry experts, social events, and much more!

If this looks like the position for you, please email your cover letter and resume to careers@rennie.com. We thank all candidates for their interest, however, only select individuals will be contacted.

For more information, please visit: <https://rennie.com/about>