



STRAND IS LOOKING FOR A MARKETING & LEASING COORDINATOR

Strand is seeking an individual who is passionate about real estate, has a strong drive to be a part of a growing organization and wants to be an instrumental part of creating a legacy of successful projects in urban environments across North America.

WHO IS STRAND?

Founded in Vancouver in 1976, Strand has been actively involved in a number of real estate sectors, including: the development and acquisition of multi-family apartments and condominium projects, single family land and housing developments, the development of multi-unit warehouse projects, the acquisition of office building properties, and the provision of mortgage financing to developers for residential and commercial developments throughout North America. While Strand has maintained a relatively low profile, consistent with the philosophy of its major shareholders and financial partners, Strand has acquired, developed, and financed over 23,000 homes across North America while consistently maintaining its established reputation for successfully and conscientiously developing real estate. Strand is active throughout several regions in North America, with its head office, located in Vancouver, and regional offices in the southeastern and western United States. Strand's active projects are comprised of over six thousand residential units across North America. In Greater Vancouver, Strand is developing over six hundred condominiums and eight hundred rental apartments, along with three hundred thousand square feet of employment generating space (retail/office/light industrial). Strand's development platform has established a reputation as a well-recognized and respected developer in the region by demonstrating innovation, a commitment to quality, focus on building for the needs of the region's diverse demographic composition, as well as a progressive approach to development.

WHY JOIN STRAND?

Strand's development business is innovative, dynamic, and expanding. This is an opportunity for the successful candidate to join a team of professionals that have built a portfolio of business across a wide range of real estate sectors and who seek to maintain Strand as a "Tier A" development company. Strand is a progressive real estate group that prioritizes culture and rewards entrepreneurial spirit, collaboration and ingenuity while providing opportunities for its employees to grow with the company, both professionally and financially. Strand has "Deep Roots and Big Plans".

QUALIFICATIONS

- Excellent organizational skills with the ability to manage multiple projects and priorities in a fast paced and regularly changing environment
- Strong team player, outgoing with great people skills and initiative
- Effective Communication – speak, listen and write in a clear, timely, professional manner
- Expert in using communication tools and techniques: Google Analytics, Survey Monkey, Word Press, Hootsuite, Social Media Platforms
- Ability to manage internal and external relationships with both creative and production oriented individuals. Prior experience working with graphic designers, web designers, interactive Marketing firms, signage / suppliers, and sales & marketing firms preferred
- Familiarity with Lasso and / or other database management tools
- Experience researching and collecting data for the creation and completion of reports
- Previous experience in the construction / development /property management industry would be an asset



- Understanding of Contract closing administration, Property Management, and / or other transactional elements within the real estate industry would be an asset
- Strong computer skills including Microsoft office and Adobe Suite would be an asset

DUTIES & RESPONSIBILITIES

The Marketing and Leasing Coordinator will report to the Director of Marketing and Sales, and will focus on providing support to all sales, leasing and marketing aspects of the company's real estate portfolio including operations, development, construction, customer care and asset management.

- Support in executing all aspects of the marketing strategy
- Work with external Project Management, Sales and Leasing teams to provide support on project deliverables
- Coordinate media campaigns such as print, online and outdoor
- Assist with management of outside vendors such as creative agencies, interior designers, media buyers, public relation firms and photographers
- Support in the production of marketing collateral including signage, stationary, brochures, floorplans, feature sheets, mailers and more
- Participate in creating and maintaining project media plans, workback schedules and budgets
- Responsible for updating and maintaining leasing advertisements on multiple leasing platforms
- Coordinate onsite private and public events and provide support to external Project Management teams for project events
- Manage corporate databases and ensure clean and up to date with partner databases
- Maintain a file system of document templates, an image bank of owned images, renderings and collaterals
- Review marketing collateral for errors and accuracy
- Audit and update the corporate website on a weekly basis to ensure information is current
- Coordinate with sales & marketing and development partners to ensure their websites accurately reflect our projects most current information
- Track website analytics and produce a monthly summary report including recommendations for improvement
- Manage and maintain various email and social media campaigns, including the creation, copywriting, and deployment
- Assist with general administration and special projects as needed
- Assist with Customer Care ensuring the Strand experience is consistent and positive with new homeowners
- Keep accurate options requests and logs and assist in the coordination of trades when necessary
- Support with homeowner closing and possession procedures including Homeowner Orientations as needed

HOW TO APPLY

If you meet the above qualifications and are interested in this role, please send a cover letter along with your resume to Mia Boorman at mboorman@stranddev.com. While we thank all candidates for their interest, only selected individuals will be contacted.