

---

## RESIDENTIAL MARKETING MANAGER

### ABOUT SHAPE

SHAPE is the real estate investment, development and management company leading some of the largest and most exciting projects in North America including The Amazing Brentwood, The City of Lougheed and RC at CF Richmond Centre. Across all projects, SHAPE thinks differently to ensure we are relevant and dominant for the future of real estate.

### ABOUT THE ROLE

The Residential Marketing Manager will report to the Director of Marketing and have the rare opportunity to project manage key residential launches and marketing plans for some of the most significant projects in Metro Vancouver. Alongside the marketing and sales team, Executive VP of Residential and the CEO, the successful candidate will play a critical role in bringing best-in-class homes to market within SHAPE's market-leading master planned communities.

This role requires exceptional organization, project management, strategic and analytical skills. The Residential Marketing Manager will liaise directly with clients and suppliers, manage timelines, and ensure the seamless execution of residential marketing initiatives. They will hone their leadership skills to make key decisions, present their ideas and manage junior team members. With the ability to zoom in and zoom out, this position requires a strategic approach to planning and management, with laser focus on the details of project execution.

### Primary Responsibilities

- Develop and implement real estate marketing and sales strategies for various projects across every stage of the project lifecycle
- Manage third party client, vendor and consultant relationships on marketing deliverables
- Manage project timelines and budgets
- Work with SHAPE's creative agency of record to create marketing materials including presentation centre graphics, interior and exterior signage, advertising, brochures, floorplan collateral, renderings, building models and websites
- Coordinate and implement print, e-mail, and digital marketing campaigns that align with our sales and marketing strategy
- Manage and oversee the initial setup of presentation centre operations

- Plan advertising and media campaigns including print, online, digital, social, out of home and editorial
- Present to internal executives and external stakeholders
- Manage and mentor junior staff members
- Contribute to planning of events and creative campaigns
- Proactively seek opportunities to enhance marketing and sales programs

## Qualifications

### *Required Knowledge, Skills, Abilities*

- Proficiency with MS Office applications
- Proficiency with Adobe Creative Suites are an asset
- An innovative thinker who pushes standards, benchmarks and expectations
- Challenges the status quo and industry norms
- A strong communicator who will be immersed in the SHAPE brand and voice
- Proficient in reviewing collateral for content, visuals and grammar
- Strong attention to detail
- Exceptional time management skills with the ability to work under pressure on multiple projects with changing timelines
- Organized and passionate about project management
- A high achiever who is intrinsically motivated for success
- A strong problem solver who can navigate uncertainty and find innovative solutions

### *Required Training and Experience*

- 3-5 years of management experience in residential real estate marketing
- Degree in business, marketing and or communications is an asset

## Working Conditions

Based at our corporate office, located in downtown Vancouver, the successful candidate may expect a comfortable and collaborative work environment in a modern office setting.

## Benefits

- Personal and professional development within the company and industry
- Competitive salary with a discretionary performance bonus
- Comprehensive benefits package
- Exciting opportunity to represent SHAPE in some of Metro Vancouver's most exciting redevelopments
- A fun, collaborative, and autonomous work environment.

To apply, please visit our website <http://shapeproperties.com/careers/>