

Manager, Marketing & Sales

Vancouver, BC

About Us

Driven by a passion for detail and a tradition of excellence in design and architecture, Amacon is recognized as one of Canada's most influential real estate development and construction firms. With five decades of development and construction expertise, a precise level of design and craftsmanship is evident in all the homes and commercial developments that Amacon builds.

Position Summary

Reporting to the VP, Development & Construction, this role is responsible for executing a marketing & sales plan for condominium units in Alberta, BC and Denver, CO. Our ideal candidate has strong project management and relationship skills, is organized, with an eye for detail and design, strong communication skills and good knowledge of real estate development marketing and sales.

Responsibilities

- Be physically on site at key points in the marketing program (i.e., launches, special events, high-traffic weekends etc.) and on an as-required basis.
- In collaboration with the VP of Development & Construction, establish structure and monitor commission levels for outside realtor participation.
- Prepare monthly progress reports for all site activities, report in our monthly management meetings. Include forward-looking expectations for each project.
- Ensure that presentation centre staff maintains a high degree of professionalism and that site materials (signage, balloons etc.) are utilized to their full extent.
- Ensure that high standards of appearance are maintained for the presentation centre (i.e., cleanliness, merchandising, graffiti removal etc.).
- Oversee administration of purchase contracts. Work with external marketing and legal team to ensure Amacon's contracts of purchase and sale meet company objectives. Refine, as necessary.
- Remain current with respect to legal and regulatory requirements with respect to the sale of real estate. Ensure that Amacon complies with statutory obligations (i.e., Real Estate Services Act).
- Monitor competitive activities in the marketplace; encourage salespeople to conduct competitor site visits and identify strengths/weaknesses of competitors. Direct and monitor market research activities.
- Know the market; assist in developing project pricing models. Make ongoing suggestions with respect to pricing adjustments to facilitate timely sellout at maximum price.
- Implement and monitor programs to establish a strong relationship between Amacon and the Realtor community.
- Provide significant input into the annual marketing plan, specifically: sales forecasts for each product (taking into consideration past history, market trends, competitive activity and required sales effort), allocation of expenses between products (taking into consideration stage in product life cycle, potential for future growth and profit contribution, potential competitors), required sales promotion program (taking into consideration marketing strengths relative to competitors, selling opportunities and customers' needs and attitudes) and the marketing materials needed to accomplish the goals.

A M A C O N

- Form informal networks with company senior management, updating them on a regular basis on developments within Marketing, and working with them on cross-functional projects.
- Forecast project absorption rates.
- Source and establish relationships with mortgage brokers to ensure that Amacon can offer the most attractive rate-hold programs in the marketplace.
- Provide input and recommendations with respect to suite layouts and product mix to development team.
- Be an ambassador for the company, represent Amacon in various industries, civic and other public relations activities.
- Establish and meet or exceed goals of professional self-development.
- Various other duties and responsibilities as assigned.

Experience & Qualifications

- **Education:** University degree or diploma in marketing or relevant field.
- **Experience:** 5+ years of marketing and/or sales experience in real estate development or similar industry would be preferred
- Knowledge of agency relationships and creative development process for direct marketing tactics
- Excellent organization and follow-up skills
- Excellent project management skills, including budget and resource management
- Ability to prioritize multiple projects with strong attention to detail
- Ability to be proactive and resourceful and to thrive in a fast-paced environment
- Individual must be able to work autonomously as well as be part of a team
- Creative thinker and innovator with proven design/typography/layout skills
- **Computer Skills:** Excellent knowledge of the Microsoft Office Suite. Basic knowledge of Adobe Photoshop would be an asset.

Amacon is an equal opportunity employer who offers competitive compensation and benefit programs. To apply, please visit our website at amacon.com. We thank you for your interest in this position but only those who are short-listed for an interview will be contacted. No phone calls please.