



## Employment Opportunity

Position: **Marketing Manager**

Date: April 2021

Are you the person in your friend group dubbed 'the innovative one'? Are you all about the strategic thinking and problem solving? Does the idea of sitting at a desk all day bore you? Enough with the questions – if this sounds like you, you may have found your perfect fit!

BC's original homebuilder, Ledingham McAllister, is looking for a dynamic, energetic and enthusiastic person to join our tightly-knit marketing team as a Marketing Manager.

### What We Want From You:

- Ability to develop and lead project marketing strategies including product positioning, brand development, marketing & sales strategies, creative direction of all assets and collateral (website, renderings, brochure, model, photography, etc.)
- Oversee and direct Presentation Centre and Display Suite planning, execution and build-out
- Development and management of budget & project timeline
- Lead all project marketing execution including asset and collateral creation (both print and digital), media planning, and marketing communications
- Ability to collaborate with Marketing, Sales and Development to develop suite mix recommendations, amenity programming recommendations and interior design specification recommendations
- Ability to review and provide feedback/suggestions on all product design elements to ensure they complement the product positioning and target market – you love to know what the competition is doing and visit other Presentation Centers regularly
- The confidence and personality to deal with all types of people – you don't get intimidated easily
- A forward thinker with exceptional problem-solving skills – you're always thinking two steps ahead

### What We Need:

- Post-secondary education in Marketing, Communications, Public Relations, Interior Design or related field
- 5+ years of Real Estate industry experience
- 3+ years of management experience preferred including strong planning, delegation, mentoring and leadership skills
- Strong communication, integration, problem-solving and interpersonal skills
- Results-oriented with the ability manage and prioritize multiple and competing priorities
- A valid driver's license and a well-functioning vehicle (**please do not apply if you do not have this**)
- Experience with Microsoft Office, Adobe Creative Suite, WordPress, and digital marketing
- Knowledge of Spark CRM, HTML & Hootsuite an asset, but not required

### What You Get:

- A full benefits package
- Competitive salary based on your experience and industry standards
- Awesome co-workers (you must be okay with bad jokes, talking about the latest trends and soaking up sun on a patio)
- A coveted position with a local company with an amazing reputation since 1905

### What You'll Do:

- Report to the Vice President of Marketing
- Manage multiple projects from inception through to completion, including hand-over to home-owners
- Oversee Marketing Coordinators

Please apply with your resume and a brief description about yourself and why you believe you're the ideal candidate. Please email your resume and cover letter in confidence no later than **May 1<sup>st</sup>, 2021** to:

**Attn: Siobhan Dagleish**

**Email: [sdagleish@ledmac.com](mailto:sdagleish@ledmac.com)**

**Subject: Marketing Manager Opportunity**

No phone calls please. Only qualified candidates will be contacted.