

Marketing Manager

Location: Downtown Vancouver Office

Summary: We are looking for a talented professional to join the Marketing Team in Vancouver. You are an experienced Marketing Manager. Reporting to the Director of Marketing and working closely with senior staff, you will be directly responsible for the overall marketing management and execution of Marcon's residential developments. The ideal candidate has a proven track record, 3-5 years of relevant experience in a marketing-related field, is creative, and a very organized, team player.

About Us

Many people (and a few pets) will spend their lives in a Marcon home, so we have to build it right, every time. Marcon is an established and trusted name in the construction community. If a project needs building, we can do it. Low-rises, high-rises, townhomes, retail centres, industrial parks—we have built them all. Over the last several years, we've been expanding into the real estate development space and managing our own projects from conception through to execution and completion. None of this is possible without a hardworking team, working together, to make it all happen. That's why we're looking for people who are eager to join an intelligent and motivated team to create something bigger than themselves, and build communities that will impact a neighbourhood in infinite ways.

About the Role

The Marketing Manager takes a leading role in the supervision and execution of the company's multiple project marketing strategies, from conception to completion. The role requires a confident individual representing the Marcon brand. Duties include:

- Overall management and execution of marketing activities for multiple residential developments, aligned with defined strategies and objectives
- Day-to-day management and maintenance of project timelines and budgets
- Ensuring timelines for and liaising with the Creative Team for collateral development, including (but not limited to):
 - Branding of new projects
 - Brochure design
 - Direct mail design and planning
 - Advertising
 - Sales Centre design
 - Website – placement and layout of website pages
 - Application/Framework design as needed
 - Routine daily maintenance of existing sites and applications
 - Copywriting, proof-reading, and layout of copy
- Management of marketing asset creation, including digital renderings, floor plans, feature sheets, photography and videography
- Working directly with suppliers and vendors in various project management capacities

- Marketing-related internal cross-department coordination - interfacing with sales, interior design, development and construction to ensure timelines are tracking and up-to-date and expectations are aligned
- Communications with customers through CRM, including creating and managing email campaign calendars and guiding real estate messaging in content, in collaboration with sales
- Assisting at all project launches
- Participation in department brainstorming and idea generation sessions

About You

- Exceptional at prioritizing, time management, and multi-tasking
- Resourceful in problem-solving situations
- Highly self-motivated and detail-oriented; you enjoy autonomy in your work
- Able to excel under pressure, and pivot gracefully when there is a change in plans
- An excellent communicator, with both internal and external stakeholders
- Highly trustworthy and accountable; you take pride in your work and in building your career
- Wired to be positive and upbeat in your general demeanor
- A corporate brand ambassador
- 3-5 years' experience working in project marketing, preferably in real estate
- Superior writing, editing, and communication skills
- An ability to understand high level objectives and vision
- An ability to provide insight and strategic recommendations from project learnings or past experience where relevant
- Strong computer skills: a high proficiency in MS Office (Word, Excel, PowerPoint and Outlook) is essential, and a basic knowledge of Adobe Creative Suite (Illustrator, InDesign, Photoshop) is an asset
- A solid understanding of digital initiatives, including web application development processes, the benefits of SEO, and Google products including Analytics, Ads, and Webmaster Tools
- Experience with CRM software is an asset
- A post-secondary school diploma/degree (Marketing or Business concentrations an asset)
- A valid driver's license and access to a vehicle, to facilitate visits to and from Marcon's project sites across the Lower Mainland

What We Offer

- Personal and professional development opportunities
- Excellent group health benefits and RRSP program
- The ability to influence and make a significant impact
- Dynamic fun work environment with a great team of people
- Competitive compensation package

If you are an enthusiastic and hard-working individual who is interested in being a part of our team, then we want to hear from you!

To Apply

Individuals meeting the criteria above are encouraged to submit their resume with cover letter online at www.marcon.ca under "Careers." [Click here](#) to be redirected. While we thank all candidates for their interest, only those selected for follow-up will be contacted.