



Employment Opportunity

Position: **Marketing Manager**

Date: September 2021

Are you the person in your friend group dubbed 'the innovative one'? Are you all about 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 You Will Do:

- Report to the Vice President of Marketing
- Overall management of multiple projects from inception through to completion, including hand-over to home-owners
- Supervision and execution of all of the company's project marketing strategies
- Develop all marketing collateral including project brand, brochures, advertising, Presentation Centers, project web sites and signage
- Manage the creation of all marketing assets including digital renderings, floorplans, features sheets, photography and videography
- Oversee the creation of all project websites (teaser and full) and interactive programs
- Work with suppliers and vendors to create print and digital media plans and manage SEO, SEM, SMM and CPC campaigns
- In collaboration with sales, create written content and develop regular e-mail communications with customers through CRM
- Development and day-to-day management of project timelines and budgets
- Oversee Marketing Coordinators

What We Want From You:

- 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 and are very resourceful
- Results-oriented with the ability to manage and prioritize multiple and competing priorities
- Strong communication, integration, problem-solving and interpersonal skills
- The ability to understand high level objectives and interpret the vision of the company's leader
- An ability to provide insight and strategic recommendations from project learnings or past experience where relevant
- An ability to excel under pressure and pivot gracefully and efficiently when there is a change in plans
- An ability to collaborate with Marketing, Sales and Development to develop suite mix recommendations, amenity programming recommendations and interior design specification recommendations
- An 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

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
- A solid understanding of digital initiatives including SEO and Google products and Analytics
- Superior writing and editing skills

- A valid driver's license and a well-functioning vehicle to facilitate visits to and from Head Office to project sites across the Lower Mainland
- Experience with Microsoft Office, Adobe Creative Suite, InDesign, and WordPress
- Knowledge of Spark CRM, HTML & Hootsuite an asset, but not required

What You Get:

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

You are encouraged to apply with your resume including a brief description about yourself and why you believe you are the ideal candidate. Please email your resume and cover letter in confidence to:

Attn: Reception

Email: reception@ledmac.com

Subject: Marketing Manager Opportunity