

Position Title	Marketing & Sales Coordinator
Team	Marketing & Sales
Accountable to	VP of Marketing, Sales, & Communications

Position Statement:

Reporting to the VP of Marketing, Sales, & Communications, the Marketing & Sales Coordinator contributes to the effectiveness and success of PC Urban by assisting the team in managing all aspects of the Sales, Marketing activities and processes on all projects across all asset classes. This role will work closely with the Development, Finance, and Construction teams.

Key Accountabilities:

- Oversee and execute the different project marketing strategies
- Manage and organize project branding, design and delivery in all aspects of a new project launch in collaboration with the project team.
- Working directly with suppliers and vendors in the development, production of floorplans, brochures, signage, advertising and more in collaboration with the communications coordinator.
- Production, layout and distribution of targeted project related sales and marketing emails.
- Organizing advertising with media partners, developing ad copy, and trafficking of ads.
- Prepare and coordinate all sales & marketing materials, legal contract documents/disclosure statements, and other duties for new commercial &/or residential projects
- Assist with the conveyancing process at closing for projects.
- Perform administrative tasks such as processing marketing invoices, draft meeting agendas, weekly/monthly reporting on department marketing metrics, entering sales contract details and file management of all sales and marketing files.
- Implement marketing & advertising campaigns, materials & events to drive traffic & sales.
- Manage, organize and archive project files.
- Continually research marketing best practice, commercial/residential market conditions, competitors & maintain a pulse on new/resale markets.
- Monitor & measure effectiveness of sales & marketing spend.



- Manage effective working relationships with PR firms, Branding strategy firms, ID firms.
- Prospect/leads management and reporting.
- Based on market & internal insight provide recommendations to drive traffic & sales.
- Booking sales appointments and broker meetings and organizing all project meeting minutes.
- Sales management and administrative responsibilities as needed.

Qualifications\Requirements

- Candidates will have minimum of 3 years' experience in real estate marketing and sales
- Have an undergraduate bachelor's degree in marketing/business or related degree
- Experience with Adobe InDesign, Illustrator, Photoshop and Acrobat preferred but not required
- Advanced skills using the Microsoft Office Suite (Word, Excel, PowerPoint).

Key Skills:

- Being able to work on multiple projects at a time.
- Detail oriented, organized and ability to prioritize.
- Experience in layout feedback and production of marketing collateral.
- Experience in working with agency, partners and outside suppliers.
- Ability to multi-task, adjust to fast-changing priorities, and excellent time management skills.
- Self-motivated and passionate team player.

Please send your resume and cover letter to careers@pcurban.ca

