

About Magnum Projects Ltd.

Since 1991, George Wong and the Magnum Projects' team have established an impeccable track record. Across the Lower Mainland, Magnum Projects Ltd. has consistently delivered impressive results for developers and purchasers.

A rigorous, market-driven approach, efficient, effective, marketing programs and highly personalized sales techniques combine to create demand and maximize return on marketing investment.

Magnum Projects is home to some of the most exceptional real estate professionals in the industry. From initial land acquisition and project development to after sales service, Magnum has experienced industry specialists to help ensure the success to (of) any project.

Summary

The Marketing Director provides strategic marketing direction for multiple projects dealing with each part of the marketing cycle including: product envisioning; strategic positioning; project branding; pricing; presentation centres; marketing collateral; communication; launches and programs. This position also serves as a liaison with Developers regarding all marketing outreach initiatives, and supervises the Marketing Managers and Coordinators.

Essential Duties and Responsibilities:

1. Provide strategic direction development for projects, based on market understanding
2. Manage marketing and sales timeline including roll-out
3. Create pricing and availability of each unit (including pricing adjustments)
4. Liaise with Developers to establish expectations and ensure their requirements are being addressed
5. Develop new and innovative marketing initiatives and assist sales to drive new sales initiatives
6. Manage marketing team
7. Flag, communicate and address any challenges to respective groups involved in projects
8. Liaise with consultants of each project (i.e. architects, interior designers, development team, construction managers, engineers, creative vendors, production vendors)
9. Liaise with sales team for feedback loop to adjust

marketing as required and develop sales strategy as needed

10. Provide leadership within the company, including staffing, HR initiatives, and business development (as required)
11. Oversee marketing budget

Knowledge, Skills and Abilities:

- Strategic market knowledge and analytical skills, including competitive analysis and gauging future projects
- Effectively responding to client feedback, market changes, and developer expectations
- Understanding of the marketing life cycle of a project from start to finish, including completions
- Excellent interpersonal skills to ensure smooth and professional working relationship with developers and their staff, consultants and suppliers
- Understanding of all the implementation items that go into a project (including email creations, CRM management, printing, etc.)
- Understanding of the development cycle and real estate regulations
- Effective communication and client management skills
- Discretion and the ability to maintain confidentiality
- High level strategic thinking and creativity
- Proven ability and track record of prioritizing and meeting concurrent deadlines
- Strong leadership skills, including developing the team and the organization
- Excellent time management, organization, and multi-tasking ability

Minimum Education and Experience Requirements:

- Post secondary degree in marketing, business, project management
- 8 + years in a real estate or professional services marketing position in an active market
- Passion for marketing real estate
- Strong problem solving abilities
- Project management experience is an asset

Please email your resume in confidence to Dave@MagnumProjects.ca