

## Corporate Marketing Coordinator Vancouver, British Columbia

### About Townline

The Townline Group is a Real Estate Development Company primarily focused in the Lower Mainland and Vancouver Island. Our development and construction portfolios are diverse and consist of mixed-used multi-family and commercial construction, as well as non-market and purpose-built rental housing. Townline is a well-rounded company with proven teams specialized in the areas of Development, Affordable Housing, Finance, Acquisitions, Construction, Sales, Marketing and Customer Care all housed under one roof. Townline has been building homes since 1981 and believe diversity is the cornerstone to our success and longevity.

Townline offers ample opportunities for growth and development, a competitive compensation package, a comprehensive health benefits program and an on-site gym/wellness center. As well, our office is conveniently located right on the Canada Line at Marine Gateway. This is an exciting opportunity for someone who is looking for experience in the rewarding field of social-purpose housing development and with one of BC's most respected and proven developers.

Currently we are in need of a dedicated Corporate Marketing Coordinator to join the team! The ideal candidate is a highly organized individual who is an effective communicator and a creative problem solver that has previous experience in Marketing.

### Roles & Responsibilities

Reporting to the Marketing Management team, the Corporate Marketing Coordinator is responsible for assisting with the ongoing corporate marketing initiatives and event management.

The duties of the Corporate Marketing Coordinator may include but are not limited to:

- Assisting and leading ongoing corporate marketing initiatives;
- Assisting with content information and execution of Townline Connect; collaborating with a creative agency, copywriter and print vendor to brainstorm topics, direct design, and ensure timely delivery
  - Creating corporate Eblast campaigns;
  - Posting and creating content on corporate social media;
  - Coordinating corporate swag items for clients and employees (water bottles, mugs, clothing, etc.);
  - Coordinating Townline's corporate advertising and communications strategy
  - Tracking and reporting corporate marketing budget;
  - Updating information on corporate websites and blogs;
  - Developing and executing on client surveys; tracking and following up on Google and other online reviews;
  - Coordinating with Public Relations companies for press releases and media relations;
  - Be an active member of the Townline Social Committee;

- Assisting with event management;
  - Attending and assisting with corporate event sponsorships
  - Working with the marketing team to develop and execute on corporate promotional events;
  - Assisting with project specific events, as needed;
  - Awards submissions, as required.

**Skills and Requirements**

- 5+ years of work experience in a marketing capacity; preferably in the real estate development industry;
- Previous experience with social media management and digital marketing;
- Previous non-profit experience is an asset;
- Strong ability to effectively communicate both verbally and in writing;
- Previous experience in event management;
- Ability to take direction from multiple sources;
- A strong work ethic, attention to detail and excellent organizational skills;
- Ability to handle a substantial workload, multitask, and prioritize in a fast-paced environment;
- Proficiency in Microsoft Office (Excel, Word, Powerpoint, Outlook, Project etc.);
- Proficiency with Adobe Creative Suite programs,
- A willingness to ask questions and find solutions
- Commitment to maintaining high ethical standards and pride in Townline's tradition of excellent service to our customers, trades, suppliers, working partners and staff

**Applications:**

To apply, please visit: <https://townline.bamboohr.com/jobs/view.php?id=74>