



JOB DESCRIPTION: MARKETING COORDINATOR

Department: Marketing

Role: Marketing Coordinator

Reports to: VP, Marketing

**Assists: Marketing Manager
and Marketing Director**

The Marketing Team is responsible for the successful management and execution of our clients' real estate projects by providing innovative marketing and sales strategies and delivering exceptional project management and client management.

KEY JOB DUTIES:

- Effective and efficient task management and execution
- Strong written and verbal communication with vendors and clients
- Understand marketing fundamentals
- Support in executing tools that relate to the marketing strategy, theme, product positioning and creative branding for real estate projects
- Set up, create and maintain new project vendor accounts and relationships
- Work with creative agencies in producing, editing and proofing various marketing collateral including: signage, stationary, brochures, floorplans, feature sheets, flyers and more
- Provide valued commentary on creative assets' design and function, including but not limited to: brochures, renderings, websites, A kits, signage, PC graphics, inserts, etc.
- Manages logistics for installations, supply orders and vendor communication
- Ensure meeting agendas are created ahead of each meeting and meeting minutes are captured and circulated afterwards
- Work with Marketing Director and Marketing Manager in building strong integrated media campaigns that consist of traditional and online

mediums that reflect that target audience

- Budget management and maintenance including negotiating with vendors
- Support the Marketing Director and Marketing Manager in project photography tasks which include scouting models, location, and suppliers
- Work in Lasso (or the CRM being used) to manage and organize the database while creating templates and sending out e-blasts
- Support the Director/Manager during the Presentation Centre marketing build-out
- Ensure accurate record keeping, filing and use of platforms
- Coordination of a variety of events, developing content for email campaigns, coordination of project photography and social media strategy
- Provide support to Sales Team to ensure they have the tools necessary to perform their role.

How to Apply: Are you interested in working for an industry leader alongside a collective of amazing individuals? Please send inquiries to nic@keymarketing.com indicating 'Marketing Coordinator' in the subject line of your email. KEY thanks all candidates for their interest, however, only select individuals will be contacted.