



# JOB DESCRIPTION: MARKETING MANAGER

**Department: Marketing**

**Role: Marketing Manager**

**Reports to: VP Marketing**

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:

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- Excellent Project Management skills with the ability to plan several months ahead
- Superior level of execution and can get the job done alone if needed
- Strong client relationships
- Create trust and strong relationships with team members
- Be intimately familiar with all workflows, processes, and best practices
- Strong written and verbal communication with vendors and clients
- Adhere to company core values
- Understand the client's sales absorption and revenue targets
- Creates collaborative marketing strategies, theme, product positioning, and creative branding for real estate development projects
- Weave strategic thinking for each project into the marketing assets created
- Understands and caters tools and messaging to the target audience
- Critically develop and procure marketing and sales tools that are needed for each project which help achieve overall goals and objectives, and are executed on time and on budget
- Initiate pricing strategies with multiple departments in preparation for client meetings.
- Assist in building revenue models
- Strategize advertising campaigns including: print, online, and outdoor media strategies, advertising design and editorials
- Add creative thinking, feedback, and recommendations to product

development (unit mix, interior design, etc.)

- Understand each project's features and positioning that you are working on
- Strategize and execute on marketing and sales elements of Presentation Centres where applicable
- Manage PC shutdowns
- Execute on all corporate reporting and support corporate and departmental initiatives
- Ensure accurate filing and record keeping including the use of all platforms
- Review competition in detail including PC visits and understand general market conditions
- Manage workback schedules and client approvals for all assets
- Create and manage budgets and the communication with your internal team and out clients and negotiate with vendors
- Influence website development and management, renderings, video assets, ensuring vendors are well briefed, set up for success, and that they always relate back to the brief strategy
- Responsible for print materials including: stationary, brochures, floorplans, feature sheets, and flyers
- Oversee photography management including: scouting models, locations, and suppliers
- Plan and execute events and email campaigns
- Build close relationships with the Sales Teams to ensure they have the tools necessary to perform their role
- Work closely with the Sales Team to build trust and open lines of communication internally and with clients.

**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](mailto:nic@keymarketing.com) indicating 'Marketing Manager' in the subject line of your email. KEY thanks all candidates for their interest, however, only select individuals will be contacted.