

JOB POSTING

Position: Coordinator, Digital Marketing

Reports to: Growth Marketing Manager, Brand

Job Type: Full-time

About rennie & Our Culture

We are real estate at its thoughtful best. We see real estate as a means to build better communities and improve lives. For more than 40 years, we have been leaders in the field because we consistently put people and relationships first.

Integrated under rennie are Developer Services, Consumer Services, Advisory Services and rennie Museum. Founded on collaboration, we intentionally foster a supportive environment between our inhouse Intelligence, Technology, Conveyance, Finance, Marketing, and Advisor Teams. Together, we are the definition of strength in numbers, and individual success is team success.

We have partnered with developers throughout Western Canada and Washington State to help acquire, plan, design, market and sell some of the region's largest and most successful communities. Integrating market intelligence, strategic perspective, and industry experience, our head office team of 120 and more than 200 Realtors in the field work seamlessly to deliver products and sales to build clients' brands and ensure continued success. Whether our clients are buying a home, selling a home, or building a community, they can depend on rennie and our team of trusted advisors to bring expert knowledge and trusted experience, while delivering exceptional service.

The main office of rennie is headquartered in Vancouver's Chinatown district in the historic renovated Wing Sang building, originally built in 1889. The spectacular space includes an inhouse museum, a rooftop garden with stunning views of the city, and unique collaborative workspaces.

About the Opportunity

This role is responsible for planning and executing digital campaigns with our 200+ real estate agents to expand their reach and grow their business.

What you will be doing:

- Develop and execute digital marketing campaigns from concept to completion and reporting; including social, google ads, and influencer campaigns
- Consult with advisors to set digital marketing objectives and strategies; ensure smooth campaign execution to meet objectives
- Through targeting and market research, identify the demographics, locations and networks for paid search marketing campaigns across all platforms

- Use best practices and analytics tools to assess, optimize and report on campaigns; including AB testing, social media dashboards, and GA
- Develop impactful key messages, CTAs and campaign copy that reflects the rennie or advisor's brand tone of voice and leverages SEO
- Schedule the launch of promotional campaigns to populate the accounts
- Provide regular reporting on the campaigns to both advisor clients and internal stakeholders
- Generate awareness for digital program offering through outreach, consultations and best practice sharing
- Collaborate with key team members to put digital strategy into action
- Stay informed of market competition and new opportunities for digital growth
- Support other projects, duties and business objectives as required

Desired Skills/Experience:

- Bachelor's degree in digital marketing or related field or equivalent
- 2+ years related experience
- Strong client servicing skills and experience
- Knowledge of social media best practices
- Knowledge of online measurement strategies, tools and technologies
- Analytical and market research skills
- Basic knowledge of SEO
- Basic copywriting skills
- MS Office (Word & Excel) & Google Docs skills
- Knowledge of google analytics 4 and CMS, a bonus
- Self-motivated & results-driven attitude
- Commitment to excellence and high standards
- Demonstrated ability to plan and organize projects
- Excellent written and oral communication skills
- Ability to manage priorities and workflow in a fast paced environment
- Acute attention to detail
- Proven ability to handle multiple projects and meet deadlines
- Creative, innovative, and adaptive team player
- Ability to communicate professionally and effectively in person, on the phone, electronically, or through other means to individuals and groups

Compensation and Benefits

- Competitive salary based on experience
- Extended healthcare benefits
- Eligibility for participation in our extensive bonus program based on performance

Note: This is a Vancouver-based office position.

How to Apply: Are you interested in working for an industry leader alongside an amazing team? Please apply here: <https://indeedhi.re/39sXRLc>. Or send inquiries to careers@rennie.com

indicating the position title in the subject line of your email.

We thank all candidates for their interest, however, only select individuals will be contacted.

For more information, please visit: <https://rennie.com/about>