

JOB POSTING

Position: Specialist, Marketing Automation
Reports to: VP, Brand and Communications
Job Type: 14 Month Contract

About rennie & Our Culture

We are real estate at its thoughtful best. For more than 40 years, we have led the industry by approaching real estate as a means to build better communities and improve lives.

Integrated under rennie are developer services, consumer services, advisory services, rennie foundation and rennie museum. Founded on a people-first culture, we foster a supportive and collaborative environment between our inhouse Intelligence, Technology, Conveyance, Finance, Marketing, Brand, and Advisor Teams. Together, we drive each other's collective success.

Our head office team of 120 and our growing team of 200+ Realtors, work seamlessly to deliver exceptional experiences and services. Whether our clients are buying a home, selling a home, or building a community, they can depend on the rennie team to bring expert knowledge and insight.

Headquartered in Vancouver's Chinatown, in the historic renovated Wing Sang building, our main office space includes an in-house museum, a rooftop garden, and collaborative workspaces.

About the Opportunity

Responsible for leading the automation of marketing practices and leveraging the rennie CRM to develop and execute comprehensive digital sales and marketing strategies to grow our database, generate engagement and drive conversions.

Duties & Responsibilities:

- Maximize the efficiency of our CRM database and Marketing Automation tools (Pardot and Mailchimp) and how we use them to create thoughtful engagement
- Working with the tech and intelligence teams, customize, pull, analyze and maintain marketing reports from the CRM to determine customer trends and actionable insights. Maintain Consumer Dashboard.
- Develop a CRM segmentation, targeting and engagement strategy to drive traffic, secure conversions, increase brand awareness and build relationships
- Develop communications objectives, draft content, and work with email automation software to build email lists, create, send and track external-facing, consumer brand emails, newsletters and more



- Maintain and execute the monthly rennie email newsletter, update the working internal content calendar, align with brand Content Strategy and corporate email calendar and Communications Coordinator
- Ongoing maintenance and management of audience lists - in our CRM, email service providers, and other ad hoc sources including regular list audit and cleaning.
- Plan, develop and implement strategies for targeted marketing campaigns. Close collaboration with Growth Marketing Specialist on digital lead generation campaigns.
- Support internal email strategies and tactics as needed
- Track and analyze campaign results
- Collaborate with cross-functional partners in their analysis of CRM data and development of targeted marketing strategies
- Research, establish and optimize automation, email and CRM marketing best practices. Train cross-functional partners in the strategic development, execution and analysis of consumer email and database marketing strategies
- Establish and maintain scalable processes
- Stay up to date with marketing technology and automation trends, tools and best practices.

Qualifications:

- Undergraduate degree or diploma in digital marketing, business, or a related field or equivalent
- 5+ years related experience
- Thorough understanding and demonstrated experience with marketing automation and CRM platforms, including Salesforce, Pardot, MailChimp or equivalent (Lasso CRM, Hubspot, Marketo automation, Salesforce Marketing Cloud, etc.)
- Understanding of collaboration tools like Asana and Figma (interface design collaboration) a plus
- Understanding of analytics and data visualization tools and dashboards such as Tableau or Google Analytics a plus
- Digital marketing expertise, including campaign strategy, execution and evaluation
- Strong analytical, critical thinking and problem-solving skills
- Excellent written and oral communication skills
- Commitment to excellence and high standards
- Ability to take initiative, work independently, and as a member of various teams
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Proven ability to handle multiple projects and meet deadlines
- Ability to deal effectively with a diversity of individuals at all organizational levels
- Good judgment with the ability to make timely and sound decisions
- Can work under pressure while maintaining a good sense of humour



Compensation:

- Competitive salary based on experience
- Extended healthcare benefits

How to Apply: Are you interested in working for an industry leader alongside an amazing team?

Please apply here: <https://indeedhi.re/3aTMps6>

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>

