
Marketing Manager, The Amazing Brentwood

ABOUT SHAPE

SHAPE is the real estate investment, development and management company leading some of the largest and most exciting projects in North America including The Amazing Brentwood and The City of Lougheed in Metro Vancouver. SHAPE manages over 5M sq.ft of commercial space, over 800 units of rental residential and over \$1 Billion of development projects currently under construction.

Through our fully integrated platform, SHAPE specializes in complete neighbourhoods with a top-calibre mix of shops, restaurants, residences, entertainment, and a complete range of daily services with transit connected. With a thoughtful approach and continuous pursuit of innovation, we think differently to ensure our projects are relevant and dominant for the future of real estate.

ABOUT THE AMAZING BRENTWOOD

This is a co-venture by SHAPE, Health Care of Ontario Pension Plan, and L. Catterton Real Estate and is one of BC's largest master-planned mixed-use communities that will feature world-class shops, restaurants, a public plaza and over 6,000 new homes. The project will be over one million square feet and has a target completion date of 2025. Phase One is complete, which includes three residential towers, and 500,000 square feet of active space, and the planning for Phase Two is underway, which will include two new residential towers and an additional 560,000 square feet of retail and public spaces.

ABOUT THE ROLE

As the Marketing Manager, you will be responsible for building awareness and driving traffic to The Amazing Brentwood through a fully integrated marketing plan that includes mass media advertising, digital marketing, public relations, community engagement, events, and programming.

You will be responsible for driving The Amazing Brentwood's digital strategy while managing and working with external agencies to grow The Amazing Brentwood's voice on our social media channels and online communities. Reporting to the Director of Marketing, you will be the brand voice across all our social media channels and online communities and have the know-how to craft compelling, unique content customized for each social platform.

To succeed in this role, the candidate must be a highly motivated, innovative, and organized individual who can thrive in an ever-changing environment. The Marketing Manager must possess exceptional interpersonal and communication skills, both verbal and written with the ability to foster relationships with customers, team members, retailers, vendors, and community partners.

Primary Job Responsibilities

- Social media strategy and planning, content creation, and execution including community management
- Plan and oversee all paid social campaigns, including partnerships with retailers and influencers
- Identify and build relationships with key influencers, community partners, and other relevant brands
- Responsible for managing and ongoing maintenance of all digital assets (website, eblasts, directory)
- Keep an always-on pulse on social media, events, and programming of competing and aspirational properties and brands
- Provide day-to-day design support using Adobe Creative Suites to conceptualize digital campaigns, marketing materials, visual presentations, and ongoing communications
- Manage and collaborate with third-party clients, vendors, and consultant relationships on marketing deliverables
- Retailer support and communication including ensuring consistency of image/brand is maintained throughout the Centre
- Support in the planning and execution of all promotions, programming, events, retail collaboration, and community engagement
- Assist in the planning of the yearly marketing plan and concepts, including coordinating marketing material, visual presentations, and ongoing communications
- Support day-to-day administrative duties where needed

Qualifications

Required Knowledge, Skills, and Abilities

- Outstanding communication, presentation, and copywriting skills
- Exceptional time management skills with the ability to work under pressure on multiple projects with changing timelines
- Critical thinker with outstanding problem-solving skills
- Keen aptitude for data, analytics, and performance metrics
- As an integral part of the property management team, interface with all members of the property administration and contribute to collective goals, objectives, and events
- Proficiency with Adobe Creative Suites is an asset
- Experience with photography and photo editing is an asset

Required Training and Experience

- Minimum 3-5 years of experience in a marketing role
- Bachelor's Degree or equivalent in Marketing, Business or Communication is an asset
- Advertising experience (social media, digital marketing, PR, Influencer partnerships)

Working Conditions

The successful candidate will work at The Amazing Brentwood, a SHAPE developed and managed property located in Burnaby, BC. The successful candidate can expect a collaborative and hands-on working environment. Due to the nature of this role, the candidate may be required to work weekends or extended hours as necessary.

To apply, please visit our website at <http://shapeproperties.com/careers>