



MARKETING COORDINATOR

OpenForm Properties (OpenForm) was established in 2018 to offer the same standard of high-quality service and commitment to homeowners as their parent company - OpenRoad Auto Group - has provided to their loyal clientele for decades. Led by a team of experienced and respected real estate professionals, OpenForm has carefully assembled and is preparing to launch a diverse portfolio of inspiring, design-focused, quality communities throughout the lower mainland. As they prepare to bring these initial projects to market, OpenForm seeks an energetic and motivated Marketing Coordinator to work as part of their in-house team. This is an opportunity to join an emerging company at “the ground floor” and play a critical role in introducing OpenForm’s inaugural projects to the market. This dynamic and diverse role is ideal for an enthusiastic individual who is in the early stages of their career and seeking professional challenge and growth.

The Opportunity

Working alongside the Director of Marketing and Communications, the Marketing Coordinator will:

- contribute to projects throughout the entire development life-cycle, beginning with market research and analysis;
- liaise and build effective relationships with creative partners, consultants and other external providers, and effectively manage these partners through the creation of innovative project and corporate marketing collateral / assets;
- review all materials – including floor plans – for consistency and accuracy;
- prepare and coordinate the publication of internal and external documents including Requests for Proposals;
- collaborate with various agencies to maintain corporate and project websites, and to sustain an active and meaningful presence on social media platforms;
- play a key role in the coordination and planning of internal and external events related to public relations, VIP relations and project launches;
- coordinate and manage inventory for branded stationary and promotional products;
- be an active participant in department meetings and creative sessions;
- create and distribute department meeting minutes, create and update spreadsheets and presentations, track workflow items, and coordinate schedules and meetings as required;
- actively assist with the build-out, set-up and ongoing management of presentation centres;
- assist the Director of Marketing and Communications with special projects as required; and
- in every action and interaction, act as a sincere and professional representative of the OpenForm brand as well as an enthusiastic team member who proactively seeks to help colleagues however possible.

The Candidate

This role may be for you if you are positive, pragmatic, energetic, out-going, self-motivated, creative, and highly organized. You have a proven ability to prioritize conflicting tasks and to manage multiple projects simultaneously. You have an eye for detail and take pride in ensuring that your work is thorough and accurate. You are a true “people-person” who seeks to create and maintain positive relationships with all members of your community. You welcome new experiences and consider yourself to be flexible and adaptable. You are sincerely interested in real estate and aligned with OpenForm’s values and commitment to creating outstanding communities. You have an innate ability to understand the qualities and features of projects and to communicate this information in a thoughtful and compelling way. In addition to these great attributes, you have:

- a minimum of two years’ experience working in marketing, sales, public relations or in a communications capacity within the Real Estate Development industry;
- post-secondary education in Public Relations, Marketing, Communications, Business, or English;
- a proven ability to research, analyze, organize and present data in a compelling and timely manner;
- strong communication, presentation, and copywriting skills;
- current experience managing a variety of social media platforms and websites; and
- a working knowledge of the Adobe Suite, MS Office Suite, and WordPress.

To Apply

Individuals meeting the criteria above are encouraged to submit their resume, with cover letter to nicole@resolvesearch.com. While we thank all candidates for their interest, only select candidates will be contacted.