



BRITISH PACIFIC  
PROPERTIES LIMITED

SUITE 1001, 100 PARK ROYAL  
WEST VANCOUVER, BC, V7T 1A

## **SALES AND MARKETING COORDINATOR**

Reporting to the VP Marketing and Sales, you will support all sales and marketing efforts for Corporate BPP, Rodgers Creek development, Cypress Village and all other BPP projects;

- Assist in planning and execution of corporate, community relations and sales events;
- Coordinate, track and report all sales related documentation to ensure that sales are accounted for accurately;
- Coordinate with and monitor outside consultants for graphic design creation and install, web design, media planning, etc., on all marketing deliverables;
- Ensure that the BPP brand is always represented with BPP's standards and values in mind;

### **THE DETAILS:**

- *Social Media:*
  - Create, curate, and manage all published content (Weibo, WeChat, Instagram, Twitter);
  - Monitor, listen and respond to users while cultivating leads for sales;
  - Look for opportunities for cross-promotions;
  - Design, create and manage the company's social media presence, promotion and ad campaigns under the guidance of the VP Marketing and Sales;
  - Track all digital/social traffic;
  - Work with the BPP Media buyer to ensure that our social ads are targeting the right audiences. Suggest ways to improve;



- Become an advocate for BPP in social media spaces and engage in dialogues;
  
- *Sales:*
  - Assist in preparing, organizing and reviewing all contracts, addenda, disclosure statements and documentation for deal processing;
  - Support the onsite sales team to provide reports and inventory counts;
  - Prepare and maintain sales reports and assignment tracking;
  - Monitor the accuracy of the Purchaser information and sales contract details in our CRM system;
  - Process and file all contacts;
  - Provide and coordinate content for MLS listings;
  - Assist with sales/marketing budgets;
  - Assist with closings of BPP homes;
  
- *Marketing:*
  - Coordinate marketing collateral for all BPP activities including signage, brochures and websites;
  - Coordinate project details, timelines and follow-up with vendors;
  - Assist in creation of marketing strategy;
  - Assist in planning and coordination of all BPP events;
  - Preparation of weekly meeting agenda and minutes;
  - Manage advertising calendar and bookings;
  - Create, send and monitor open rate for all email blasts with content brief provided by the Cypress Village team or the VP, Marketing and Sales;
  - Presentation Centre set-up and monitoring;
  - Art inventory tracking;

#### **SKILLS/KNOWLEDGE/ABILITIES:**

- 2 years' experience in a similar role within the real estate industry
- Experience in a sales presentation centre as a coordinator is helpful
- Knowledge of real estate legal documents and procedures



- Extensive experience with CRM systems and generating and interpreting reports (Spark and Avesdo)
- Strong technical proficiency with Microsoft Office Suite
- Knowledge in Adobe Creative Suite
- Strong proficiency in social media content creation and tracking
- Professional written communication – excelling in copywriting, proofreading and editing
- Basic understand of Wordpress
- Excellent organizational skills, excelling in multi-tasking
- Creative and critical thinking

*We appreciate that this is a long list. If you do not quite fit all of the boxes, but you have work experience and a desire to learn a wide variety of skills in the marketing and sales of new homes, we encourage you to apply.*

#### **WORK DETAILS:**

This position is primarily on-site at our West Vancouver office located beside Park Royal, with weekly trips to our sites (located locally) and the Cypress Pop-Up Village. There may be some flexible remote working opportunities.

#### **OUR COMPANY:**

Since the inception of British Pacific Properties in 1931, our history has been interwoven with the development of West Vancouver and the North Shore. This includes the construction of the Lions Gate Bridge – which opened the North Shore to development – building Park Royal, Canada’s first covered shopping centre, and building the award winning Capilano Golf Course. Our innovation continues with the Rodgers Creek Plan which highlights the inception of Cypress Village.

#### **YOU ARE:**

Excited to work in the real estate industry for a company that is highly involved in its community, both in building homes and in the support of numerous charitable organizations and events. You love multi-tasking, are highly detail oriented and are excited to be part of a company that does more than just sell homes.

To apply, please send your resume to Daniela Gomez at [daniela@taylorryan.com](mailto:daniela@taylorryan.com)