

Head of Marketing

Head Office, Vancouver, BC

Wesgroup Properties started as a family business in British Columbia more than 60 years ago and today is one of Western Canada's largest private real estate companies with a diversified portfolio spanning across residential and commercial real estate. Wesgroup owns and manages over 3.2 million square feet of commercial and multi-family real estate and has built more than 7,000 homes in 100 communities. With the active projects in our development pipeline, the portfolio will grow to over 7 million square feet over the next six years. Our operations are vertically integrated, encompassing land acquisition, construction, finance, design, marketing, sales, leasing, and property management. We have a long history of looking forward and we are dedicated to conducting business in line with our values of adaptability, accountability, relationships, and observing The Golden Rule without fail.

Wesgroup is poised for significant growth over the next few years and in preparation for this exciting and challenging phase, we are actively seeking a highly engaged, driven and experienced **Head of Marketing** to join our team. The Head of Marketing will lead the Marketing department and act as the active steward of Wesgroup branding.

This role is tasked with leading a cohesive and high-performing marketing team through strategy and execution for all Wesgroup projects. This role reports to the Senior Vice President, Development and works closely with the VP, Sales to bring innovation, cohesion and efficiency across all brand, marketing and communications for Wesgroup

Job Responsibilities:

- Corporate Brand, Marketing, PR and Communications Strategy and Execution
- Project Brand Development
- Project Marketing Strategy and Execution
- Project Marketing and Brand Strategy
- Media planning
- Advertising
- Collateral Development
- Sales Enablement
- KPI Tracking
- People Leadership, Mentoring and Training
- Budget Management
- Vendor Management
- Coordination and Collaboration across the organization
- Ensure alignment and integration of public relations, social channel and events strategies across corporate office locations

Qualifications and Knowledge:

- Undergraduate Degree
- Extensive experience in Marketing role at a senior management level in project based real estate would be a strong asset

- Experience in corporate branding, communications and public relations Excellent communication skills both oral and written
- Experience with search engine optimization
- Experience with CRM software
- Experience with KPI tracking and analytics
- Excellent analytical, decision-making, project management, planning and organizational skills
- Natural relationship builder
- Demonstrated leadership and management skills
- Detail oriented and accurate in execution, ability to work well under pressure and with minimal supervision
- Strong EQ and interpersonal skills
- Ability to use good judgement and shows initiative
- Demonstrated analytical, organizational, and problem-solving skill
- Thrives in a fast-paced work environment, maintains a positive frame of mind and sets an example of professionalism for other employees

What we offer:

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- A fun and inclusive culture supported by an employee-led Culture Committee with sponsorship from the President, providing you with opportunities to participate in group workouts, team sports, company-wide social events or celebrations, and other great initiatives.
- The Wesgroup Store, stocked with amazing name-brand apparel and items to purchase using points earned for milestones, participation, and going above and beyond.
- A competitive compensation package with robust and extensive health benefits including a generous Health Care Spending Account.
- A Lifestyle Spending Account which includes coverage for fitness, daycare, and eldercare costs.
- Wesgroup supports a broad range of community initiatives through donations and employee volunteer activities, including paid days off to volunteer your time each year.
- Stocked kitchens with healthy (and not-so-healthy!) snacks, fresh organic fruit, sparkling water, and a wide range of dairy alternatives for your beverage needs.
- A brand-new, beautifully designed office downtown, across from the Burrard sky train station.

If you are interested in exploring this exciting opportunity to join one of Western Canada's largest real estate companies, please visit our website at www.wesgroup.ca/careers/ and apply with your resume and cover letter today!

We thank all applicants for their interest; however, only those selected for follow-up will be contacted.