

Klein Group, Royal LePage Sussex is looking for a Project Marketing Manager to join our team!

The ideal candidate for this position will have a strong passion for real estate with extensive experience in dealing with project marketing management and with other various aspects of the real estate industry.

About Us:

Klein Group has established itself as a high performance real estate company with a dynamic and team-driven approach to all aspects of client service and results. We thrive on continuing to stay innovative, professionally developing and committing to professionalism, all while maintaining a superior work/life balance.

We are #1 in Vancouver and #14 across Canada for Royal LePage among its 18,000 agents across Canada. With over \$100B in real estate sales annually, Royal LePage remains the strongest real estate brand in Canada.

Areas of Excellence:

- Experience in project marketing with extensive knowledge of Real Estate market.
- Energetic and professional personality, natural at developing relationships and working with clients and colleagues.
- Strong analytical and problem solving skills with solid knowledge of financial analysis, budgeting and management of timelines.
- Ability to produce great results independently, while maintaining a positive team environment; works well with Administration, Advisory, Communications and Sales Influence website development and management, working with a website developer.
- Creating collaborative marketing strategies, theme, product positioning and creative branding for real estate development projects.
- Ability to work well under pressure efficiently and effectively while meeting critical deadlines.
- Excellent communications and presentation skills; ability to maintain composure.
- Professional level of business communication, punctuality and post service with clients.
- Able to create and manage budgets, the communication with internal team and our clients.

Duties to Include:

- Generating new business opportunities and managing customized systems to secure projects in but not limited to land development, redevelopment and site acquisitions.
- Monitoring and tracking of the real estate market to communicate, with reasonable frequency, sales activity, project/client status and other key details to Brokerage and to create effective and engaging proposals, proformas, schedules and other related reports.
- Gathering information and performing due diligence on existing/potential projects and contacting key developers within market area to identify opportunities.
- Liaise between the Brokerage and external parties to build strong relationships and interface on a daily basis with and not limited to clients, developers, contractors, engineers, architects and colleagues on a variety of projects.
- Update knowledge to remain current on relevant council meetings, bylaw changes, development and building regulations to understand and assess impact to development projects.

- Works with, trains and educates project coordinators on executional tasks in Portfolio team (if applicable) Support in growing strong client relationships.
- Creating collaborative marketing strategies, theme, product positioning and creative branding for real estate development projects with the Portfolio Teams.
- Critically think about the marketing and sales tools that are needed for each project which help achieve overall goals and objectives and are executed on time and within budget.
- Conduct themselves lawfully with all agency laws as set out by the Real Estate Council, and Real Estate Services Act.

Priorities:

- Maintaining a network of key contacts, constantly growing a strong network – from a business development aspect but also from a project marketing perspective.
- Develop marketing plan with strategic use of digital and print advertising, CRM campaigns, on site signage, social media, events, newsletters and other channels to drive qualified traffic and generate real estate leads.
- Enhancing the Brokerage’s image and reputation through effective public relations.
- Work collaboratively with various team members to ensure that presentation centre has all necessary displays, promotional material, literature, IT systems are up and running and real estate web page is current.

Requirements:

- Degree or Diploma in Marketing, Communications or Business Administration.
- Minimum of 3+ years of experience in Project Marketing and/or Advertising. Experience in the Real Estate is an asset.
- Certificate in Project Marketing is an asset but not required.

Please email your resume and cover letter to careers@kleingroup.com.

We thank all candidates in advance for their submission; however, only applicants that are shortlisted will be contacted.