

MARKETING COORDINATOR

We believe in forging long-lasting relationships to create change in our communities. From one building on Alberni Street in Vancouver to a range of projects across North America, we've expanded into diverse areas of expertise across the real estate industry. Our interests include ownership in 8.1 million sq ft of commercial property, over 2,300 units of residential and hospitality, and participation in the development of an additional 15 million sq ft. As we continue to grow, we stay true to our values by putting relationships first, standing by our word and striving for Something Greater in everything we do.

Peterson has an exciting opportunity for an experienced and driven Marketing Coordinator to join a robust and growing development team. This is an all-encompassing project marketing role that requires a hands-on individual to coordinate various moving parts and conscientious execution of multiple project marketing programs with the company's new residential development team. Working directly with the Senior Manager, Marketing and reporting to the VP, Marketing, this newly created position is responsible for supporting a cohesive marketing program in alignment with the Company's values, direction, and objectives.

The Marketing Coordinator is responsible for supporting the Brand and Project Marketing program and supporting ongoing marketing strategy and creative efforts to reach targeted sales and marketing goals for our real estate development projects. The role will work to develop various collateral, ads, events and more to ensure sales success for our development projects. The ideal person has a passion for real estate, brand growth, and thrives in a dynamic and collaborative environment. The position is best suited for a real estate marketing professional with a solid understanding of multi-platform digital initiatives and a drive to deliver successful projects.

Key Responsibilities

- Supporting Senior Manager, Marketing in campaign design and delivery in all aspects of a new development launches.
- Working directly with suppliers and vendors in development, production of floorplans, brochures, signage, advertising and more.
- Event planning for new sales centre launches, media and associate events.
- Writing, proofreading and layout of copy.
- Production, layout and distribution of eblasts.
- Analytic reporting and documentation.
- Organizing advertising with media partners, developing ad copy, and trafficking of ads.
- Creating and curating content for social media platforms.
- Ensuring brand standards are adhered to across all marketing collateral.
- Managing, organizing and archiving project files.

What You Bring

- Degree or diploma in marketing, communications, real estate or a related field with at least 2 years of experience working in a professional environment.
- Exceptional communication skills.
- Advanced skills using the Microsoft Office Suite (Word, Excel, PowerPoint).
- Superior writing and editing skills.
- Detail oriented, organized and ability to prioritize.
- Experience in layout feedback and production of marketing collateral.
- Experience working with agency, partners and outside suppliers.
- Ability to multi-task and excellent time management skills.
- Self-motivated and passionate team player.
- Skills in using the Adobe Creative Suite (InDesign, Illustrator, Photoshop) will be considered an asset.

We are an equal opportunity employer. Start challenging yourself today in an environment that embraces diversity and rewards innovation with competitive pay and great benefits. To join our team, please visit our website: <http://petersonbc.com/real-estate-jobs-vancouver/>.