



ZENTERRA

We're looking for a **Marketing Manager**. The ideal candidate is a motivated and detail-oriented individual who has a talent for brand development and marketing strategy. You are a seasoned Real Estate marketing professional who has a proven track record of project management from concept, execution to reporting. You are a resourceful and creative problem solver who is committed to quality and integrity.

The Marketing Manager is accountable for our residential development projects in varying degrees of progression from concept/vision to brand development, marketing rollout, sales launch and tempo. In this role and function, the Marketing Manager will work closely with the VP of Sales & Marketing in delivery of both the brand development and marketing of the projects. The Manager will also play a pivotal role in our Corporate branding.

WHAT YOU WILL BE DOING

- Brand development and stewardship of: Brand Strategy, Identity, Narrative and Marketing Campaigns
- Support curation and execution of marketing assets (e.g., photos, videos, renderings, floorplans, features, maps, inserts, etc.) and coordinate print and digital collateral production to ensure accuracy and proper dissemination
- Support product development, ensuring product delivers against brand positioning in partnership with Development and Sales
- Develop and maintain communication schedules, create & manage email campaigns and reports, and provide advertising support for projects
- Facilitate vendor coordination, tracking production schedules, assisting with design, and ensuring the delivery of high-quality marketing assets and collateral aligned with project timelines
- Maintain project websites with messaging refreshes, construction timeline updates, and new content as needed
- Help to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing team

WHAT YOU HAVE

- A minimum of four (4) years of success in marketing multi-family pre-sales
- A solid understanding of the fundamentals of pre-sale marketing
- The latest in terms of marketing innovation and content vehicles across all channels
- A keen eye for detail and accuracy
- Proven time-management skills with the ability to work under pressure

ZENTERRA'S VALUES:

Act with Serious Purpose – We are in it to WIN it



ZENTERRA

Pay Attention to Detail – All of our successes and failures lie in the details

Get ‘It’ Done – A good plan violently executed today is better than a perfect plan next week

Forge Enduring Relationships – Do the right thing and never compromise your integrity or reputation

Deliver Homes to Be Proud Of – What is more important than money is ensuring that we provide our homeowners lasting quality and value.

Please, no unsolicited resumes or phone inquiries from agencies. Any unsolicited resumes/profiles submitted through an external job posting, our corporate website or to personal or professional email accounts of employees of Zenterra and its subsidiaries are considered the property of Zenterra Development Ltd. and are not subject to payment of referral fees.

To be an authorized Recruitment Agency/Search Firm for Zenterra Development any such agency or firm must have a signed written agreement. Zenterra will not sign blanket agreements. Agencies must be engaged by Zenterra on a job-by-job basis.