



Woodbridge Homes is seeking an experienced Digital Marketing Manager to join our team!

**About Woodbridge:**

Woodbridge is a Vancouver-based developer with over one thousand units across six projects in our immediate pipeline. With over three decades of experience, we specialize in designing and building desirable multifamily homes in emerging areas of the Lower Mainland at price points accessible to local buyers and renters. The result is vibrant, livable communities where residents can truly thrive. At Woodbridge, building quality homes isn't just what we do - it's who we are.

Woodbridge believes in being a good corporate citizen, which is why we continue to give back to the wider community and provide opportunities for employee volunteer work and community engagement.

**The Role:**

The Digital Marketing Manager is responsible for leading Woodbridge's external communications and digital presence across all platforms. Reporting to the Vice President of Marketing, this role ensures a consistent, engaging, and professional brand voice while supporting project marketing initiatives through clear, compelling storytelling.

This is a hands-on role that blends strategy and execution. The Digital Marketing Manager owns the creation and delivery of content across digital channels, including social media, websites, email campaigns, and marketing materials. From concept to final output, they produce polished, current and high-quality content that effectively showcases Woodbridge's projects and brand.

Working closely with the marketing, development, leasing, and property management teams, the Digital Marketing Manager ensures all communications are aligned with project objectives, delivered on time, and reflective of Woodbridge's standards. They also play a key role in shaping how projects are presented to the market through thoughtful messaging, strong visuals, and cohesive brand execution.

This is a full-time, fully on-site position.

**Location:** Our recently constructed office building (320 Granville) is conveniently located next to waterfront station in downtown Vancouver. Amenities include bike storage room, gym, showers, large lounge and roof top deck space.



## **Responsibilities:**

### **Content Creation & Brand Execution**

- Lead the creation of high-quality content across Woodbridge's portfolio, including photography, video, social media, website copy, and marketing materials
- Produce engaging content for digital channels, including social posts, email campaigns, quarterly corporate newsletters, and project updates
- Ensure all content reflects Woodbridge's brand standards, voice, and visual identity
- Design and produce marketing assets for digital, print, and transit advertising
- Attend project sites and events to capture content and support storytelling initiatives
- Ensure consistency in brand tone across all projects and corporate marketing

### **Digital Presence & Channel Management**

- Manage and maintain Woodbridge's digital platforms, including social media channels and corporate website
- Plan and execute social media content calendars in alignment with project timelines and marketing priorities, and present them to the VP of Marketing for approval
- Monitor and respond to audience engagement, inquiries, and online reviews in a timely and professional manner
- Design and manage digital advertising campaigns across platforms such as Google and Meta in collaboration with external teams
- Identify opportunities to enhance online presence, grow audience engagement, and strengthen brand visibility
- Coordinate with Marketing Manager on events to feature on social media

### **Reporting & Performance Insights**

- Track and analyze performance across digital channels, including web, social media, email, and paid campaigns
- Interpret data and provide actionable insights to improve campaign effectiveness and engagement
- Prepare regular performance summaries and recommendations for the Vice President of Marketing
- Maintain and strengthen Woodbridge's online reputation through active monitoring and engagement

### **Additional Responsibilities**

- Perform other related duties as assigned

**Qualifications:**

- A post-secondary degree or diploma in marketing, PR, media relations, communications, design, or a related field
- 5+ years of relevant experience in marketing, communications, brand or content roles
- Demonstrated strength as a professional writer
- Experience developing and executing organization wide communication strategies
- Strong graphic design and photography skills (experience with Adobe InDesign, Illustrator and Photoshop is essential)
- Proficiency in MS Office (Outlook, Excel, and Word).
- Experience in real estate, development, property management or related industry preferred
- A valid Class 5 driver's license and ability to travel to other work sites in the Lower Mainland as needed

**Personal attributes:**

- Creatively driven with a strong visual eye and attention to detail
- Well-developed sense of brand, with an instinct for creating polished and impactful content
- Clear and confident communicator with strong written and verbal abilities; ability to collaborate across all levels of an organization
- Strong organizational skills with the ability to manage multiple projects and priorities simultaneously
- Adaptable
- Engaged with trends, culture, and evolving digital best practices
- Open to direction, feedback, and collaboration, while presenting/contributing ideas
- Able to identify opportunities for refinement and elevate quality
- Committed to maintaining high standards across all materials and touchpoints
- Enthusiasm, drive, and genuine passion for real estate

**What we offer:**

- Support for your professional development; professional association dues, regular internal and external learning opportunities
- A supportive and collaborative company culture
- A conveniently located and amenity rich workplace
- A comprehensive benefits program (extended health, dental, employee assistance program, long term disability, life insurance and ASI)
- Paid flex time, flex holidays and sick days
- A competitive compensation package, including a base salary range of \$70,000-\$85,000, based on experience, as well as a discretionary annual bonus.



**To apply:**

If this opportunity sounds like a good fit for you, please submit your resume and cover letter in confidence through our website [www.woodbridge.ca](http://www.woodbridge.ca). We thank all applicants for their interest however only those selected for an interview will be contacted.