

# CG Corporate Marketing & Communications Specialist

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## Role Summary

Century Group is looking for a highly creative, detail-obsessed Marketing & Communications Specialist to help shape and execute work across our corporate and operating brands. This is a hands-on role for someone who can move comfortably between graphic design, content creation, social media, digital campaign support, writing, and brand execution.

You have a strong eye for layout, imagery, and storytelling. You know how to turn a brief into polished creative, curate strong video and photography, and develop content that feels current, strategic, and on-brand. You are as comfortable building Google Slides or an ad in Canva or InDesign as you are writing social copy, reviewing creative assets, or supporting a campaign rollout.

Working closely with the Director, Corporate Marketing & Communications, this role supports a diverse portfolio spanning corporate, construction, hospitality and property management. This is not a narrow, single-channel role. It is an opportunity to work across a broad and interesting mix of brands and projects, including corporate communications, community-facing initiatives, digital campaigns, brand materials, and content creation. For the right person, it offers a strong variety, a creative range, and the chance to do meaningful, high-visibility work inside a team that cares about quality.

## Key Responsibilities

- Design and produce brand-aligned marketing and communications materials across digital, print, presentation, social media, and web channels
- Curate and coordinate high-quality photo and video content for social media, websites, email marketing, and paid campaigns
- Research, write, edit, and adapt content for internal and external communications, including social media, websites, email, presentations, campaign materials, and stakeholder-facing collateral
- Support the planning and rollout of advertising campaigns across Google, Meta, and other digital channels in collaboration with internal team members and external partners
- Help maintain a strong, consistent brand presence across Century Group and its operating businesses
- Contribute to content calendars, campaign planning, launches, and day-to-day marketing and communications initiatives
- Review creative assets with a sharp eye for quality, consistency, layout, tone, and brand alignment
- Support communication planning and execution for corporate, community, and business priorities
- Conduct market research, monitor trends, gather stakeholder insights, and bring forward ideas that strengthen campaign performance and audience engagement
- Identify opportunities to improve how Century Group communicates with customers, residents, employees, partners, and the public



- Support community marketing efforts, events, special projects, and public-facing initiatives as needed
- Collaborate across departments and with operating teams to ensure work is aligned, well-executed, and reflective of broader business goals
- Provide marketing and communications support to the Vice President, Corporate Services, and other internal stakeholders, as needed

### **What We're Looking For**

- A post-secondary degree or diploma in marketing, communications, journalism, design, or a related field, or an equivalent combination of education and experience
- Eight to ten years of relevant experience in marketing, communications, brand, or content roles
- Strong graphic design skills, particularly in Canva and Adobe InDesign
- A sharp eye for visual detail, layout, composition, and brand consistency
- Experience curating, selecting, or briefing strong photography and video content
- Strong writing and editing skills, with the ability to adapt tone and messaging across different brands and audiences
- Solid experience with social media content creation and digital campaign support
- Working knowledge of Google and Meta ad creative and campaign assets
- Strong project management skills, with the ability to manage multiple priorities and tight timelines without compromising quality
- Strong judgement, initiative, and comfort working both independently and collaboratively
- A practical, solutions-oriented mindset and the ability to shift between big-picture thinking and hands-on execution
- Strong relationship-building skills and the ability to work effectively with a wide range of internal and external stakeholders
- Experience in real estate, development, hospitality, lifestyle, or a multi-brand environment is an asset
- Proficiency with Google Workspace, including Docs, Sheets, Slides, and Drive
- A valid Class 5 driver's licence and the ability to travel to other work sites, as needed

### **Skills and Attributes**

- Creative, visually aware, and highly detail-oriented
- Strong sense of brand and what makes content feel polished, current, and effective
- Organized, adaptable, and able to manage a varied workload
- Confident communicator with strong written and verbal skills
- Curious about trends, culture, content, and evolving digital best practices
- Comfortable taking direction, offering ideas, and working through feedback
- Able to spot what needs refinement and elevate the quality of the work
- Analytical enough to assess what is working, what is not, and where improvements can be made
- Committed to maintaining a high standard across all materials and touchpoints