

COMMUNICATIONS MANAGER

The Company

UBC Properties Trust was established in 1988. We build financial legacy and build innovative spaces to live and learn. We develop, service and lease residential land at UBC to create communities and build UBC's endowment for future generations. We construct and manage rental properties to provide residential, retail and office space to support workforce housing and other academic objectives. We provide project management services to construct institutional buildings for UBC and advise on land use and development. We operate on both the Point Grey campus and UBC Okanagan; and have two property management divisions, Village Gate Homes (UBC staff and faculty rentals) and Wesbrook Properties (market rentals).

The Team

The Marketing team is responsible for all marketing activities including those for our two property management divisions. The diverse role of UBCPT at both campuses in Point Grey and the Okanagan requires our dynamic marketing team to strategize and build true marketing assets that support:

1. Branding and advertising of our neighbourhoods
2. Rental product UBCPT develop and manage
3. Third-party developers that build on UBC residential neighbourhoods
4. Our commercial tenants
5. Other stakeholders (indirectly)

Key Responsibilities:

The Communications Manager leads and personally produces all external communications across UBC Properties Trust's portfolio of brands. This is a hands-on role requiring an experienced, confident writer who can take ownership of writing, editing, and delivering press releases, newsletters, blogs, website content, project updates, and campaign messaging from start to finish. Serving as the company's central external voice, this role owns communications strategy, editorial quality, and external relations, while collaborating closely with Leasing, Property Management, UBC key partners, and the Marketing team to ensure all communications are clear, consistent, timely, and aligned with organizational goals.

In addition to content production, this role will lead the evaluation and integration of a new content management system (CMS), oversee marketing performance reporting, and drive digital campaign messaging. This person will serve as the lead communications resource for unanticipated projects and initiatives, demonstrating agility, resourcefulness, and a solutions-oriented approach in a dynamic environment. The Communications & Marketing Manager will directly shape our voice, reputation, and effectiveness by producing high-quality, thoughtful communications that support our communities, leasing goals, and long-term mission.

Content Creation, Writing & Editorial Ownership

- Serve as the primary writer and editor for all external communications, including press releases, newsletters, blogs, website content, project communications, and campaign copy.
- Write clear, compelling content tailored to different audiences and channels, translating complex or technical information into accessible, engaging public-facing communications.

- Own editorial tone, clarity, and quality across all outward-facing materials, ensuring content is polished, accurate, and publication-ready.
- Adapt long-form content into short-form messaging across digital channels, including email and social media.
- Maintain messaging frameworks, key narratives, and editorial standards to support consistency across brands and projects.

Communications Strategy & Brand Alignment

- Develop and lead external communications strategies that align with the organization's vision, brand positioning, and priorities across all portfolios and audiences.
- Translate organizational initiatives and priorities into cohesive communication plans and storytelling.

Communications & Public Relations

- Act as the primary point of contact for all communication inquiries, interviews, and external requests.
- Research, write, and distribute press releases, media materials, and backgrounders.
- Prepare key messaging, talking points, and briefing materials for speaking and presentation opportunities.
- Proactively identify media and storytelling opportunities and manage relationships with media and external partners.
- Support the Director of Marketing on sensitive or time-critical communications that may impact reputation or public perception.

Digital Platforms & CMS Leadership

- Lead the selection, implementation, and integration of a new CMS to support leasing and property management operations.
- Define content governance, workflows, and standards to ensure accuracy, consistency, and usability across teams.
- Ensure digital systems support efficient publishing, content updates, and long-term scalability.

Marketing Performance, Reporting & Digital Campaign Support

- Own reporting and analysis of marketing and communications performance across all channels, including websites, email, social media, media coverage, and paid digital campaigns.
- Establish and maintain clear KPIs and reporting frameworks tied to brand, communications, and leasing goals.
- Interpret performance data and translate insights into actionable recommendations for the Marketing and Leasing teams, providing regular summaries to the Director of Marketing.
- Oversee the development and evaluation of digital advertising campaigns, including writing or approving campaign copy to ensure alignment with messaging and audience strategy.
- Partner with internal teams and external vendors to ensure campaigns are well-executed, on-brand, and supported by clear landing page and website content.

Cross-Team Collaboration & Internal Efficiencies

- Act as a trusted advisor to internal stakeholders on messaging, tone, and channel selection.
- Document communications processes, standards, and guidelines to support clarity, efficiency, and consistency over time.
- Develop and execute internal communication touchpoints that keep staff informed of organizational milestones, project updates, and long-term vision.

Team Leadership

- Provide day-to-day direction, mentorship, and quality oversight for all communications outputs.
- Support workload prioritization and team development while maintaining high editorial and communications standards.

Competencies and Qualifications

- 5+ years of professional experience in communications, PR, media relations, or related roles.
- Demonstrated strength as a professional writer, with experience producing press releases, newsletters, blogs, and web content from start to finish.
- Proven experience serving as a media contact or writing for media engagement.
- Exceptional writing, editing, and storytelling skills with strong attention to detail.
- Experience developing and executing organization-wide communications strategies.
- Ability to work cross-functionally and improve systems, workflows, and processes.
- Experience with CMS platforms and supporting CMS selection and implementation; experience with Yardi is a strong asset.
- Experience in real estate, development, property management, or a related industry is strongly preferred.
- Comfortable operating in a fast-moving, multi-brand environment.

Writing samples will be requested as part of the hiring process.

Compensation and Benefits Package

At UBC Properties Trust, our benefits reflect our core values and commitment to the well-being of our people in every way.

The salary extended for this role will be determined based on a range of factors including, but not limited to, the candidate's skills, experience, education, and training, alongside market compensation benchmarks and internal equity considerations.

In addition to a competitive base salary, UBC Properties Trust offers a total rewards package that includes a performance-based incentive plan, comprehensive health and dental benefits, a defined contribution pension plan, and paid time off.

Some benefits we have to offer (among others we have):

- Full Extended Benefits (health, dental, and vision)
- A health and wellness spending account
- RRSP Contribution
- Annual performance-based bonus and retention compensation
- Pet-friendly office
- Minimum 3 weeks paid vacation (increases with tenure) and 10 paid sick days