

At Zenterra, we don't just offer jobs; we offer careers that make a difference. Join our award-winning team and be part of a company that is building over 3,500 homes in Surrey and Langley over the next five years. This is a golden opportunity to join an established, award-winning developer on the brink of significant growth.

We are seeking a talented and driven **Digital Marketing Coordinator** to join our team. The ideal candidate will have a strong background in digital marketing, with a focus on real estate development. You will be responsible for developing and implementing effective digital marketing strategies to promote our corporate brand and enhance our online presence that promote our numerous award-winning communities.

Key Responsibilities

- Develop and execute digital marketing campaigns across various channels, including social media, email, SEO, and PPC.
- Create and manage engaging content for our website, blog, and social media platforms.
- Monitor and analyze campaign performance, providing regular reports and insights through google adwords and various other platforms.
- Collaborate with the sales and design teams to align marketing efforts with community goals.
- Manage and optimize our website to improve user experience and search engine rankings.
- Stay up-to-date with industry trends and best practices in digital marketing.

Qualifications

- Bachelor's degree or equivalent experience in a related field required.
- A minimum of 1-3 years' experience in a similar digital marketing role, with experience in SEO/SEM management, email & social media campaigns, and marketing database management.
- Advanced Microsoft applications experience (Excel, Word).
- Experience with various AI platforms including Canva, Adobe Express and Snappa
- Strong understanding of digital marketing standard processes including but not limited to: Email autoresponder systems, Google web analytics, conversion rate optimization, split testing, creation of visitor funnels and tracking, SEO, fundamentals of paid media / PPC.
- Data-driven and have an analytical way of thinking – Must be able to gain insight with regards to our audience using funnels and A/B experiments.
- Ability to shift priorities and deliver projects on a timely basis.

- Well organized with excellent time management skills and ability to collaborate with top-level executives.
- A strong work ethic, the strength to thrive in a multifaceted and demanding work environment, and an ability to meet critical deadlines.

Our Culture: At Zenterra, we foster a culture of confidence and trust. We encourage our employees to think creatively and take responsibility for their actions. We value inclusivity and honest communication, and we don't shy away from difficult conversations.

Growth Opportunities: We believe in empowering our employees to take charge of their careers. Your growth means our growth. Expect to learn and grow beyond your chosen focus in a fast-paced environment.