



Framework

MARKETING INC.

25
YEARS OF
EXPERIENCE

27
PROJECTS
LAUNCHED

3100+
HOMES
SOLD

\$2.7+B
TOTAL SALES
VALUE

Marketing Manager

Location: Vancouver, BC (working out of the Framework office in Mount Pleasant)

Schedule: Monday to Friday (weekend availability for project launches)

About Framework:

The story of Framework is one of entrepreneurship and passion for real estate. We are a full-service boutique real estate firm that specializes in creating winning pre-construction product design, marketing and sales initiatives. Through strategic thinking, innovation and a hands-on approach, we create a customized framework for success on all our projects

In the last 4 years, Framework's business has doubled. With a diverse pipeline of residential and mixed-use development sites, Framework is positioned to continue growth in the coming years. Our current portfolio has over 10 projects in Vancouver and Burnaby.

This extraordinary growth requires an extraordinary team of people who have the talent and drive to deliver against the needs of the business and push the boundaries of marketing and sales within the industry. Through elevated brand development, and next generation marketing, the Marketing Manager role will be critical to the ongoing success of the company.

Our Values:

INTEGRITY | QUALITY | ACCOUNTABILITY | TEAMWORK | RESPECT

About the Role:

The Marketing Manager is accountable for a portfolio of 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 Principals and will report to the Head of Marketing in delivery of both the brand development and marketing of the projects.

As a customer focused, creative, innovative leader you will be the builder and keeper of all our marketing initiatives, including project development and corporate brand.

Responsibilities of the role:

Across the Marketing Manager's portfolio of projects...

- Drive meaningful brand, product and marketing initiatives to our clients.
- Brand development and stewardship of: Brand Strategy, Identity, Narrative (Storytelling) and Marketing Campaigns.
- Manage the success and communication with our valued agency partners to deliver marketing and creative strategy for the project.
- Support product development, ensuring product delivers against brand positioning in partnership with Development and Sales.
- Deliver marketing strategy, planning and multi-channel Integration.
- Ensure all marketing deliverables are executed with excellence, on time and on budget.
- Budget development and management.
- Help to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing team.
- Build the Framework corporate brand as a thought leader in Vancouver - this includes our own social footprint, website, case studies and thought leadership opportunities of our Principals.

What You Bring:

- A solid understanding of the fundamentals of a brand and presale marketing.
- A passion for real estate.
- A strong capability and proven track record of project management from concept, execution to reporting.
- The latest in terms of marketing innovation and content vehicles across all channels.
- Entrepreneurial spirit - thrive in a high change driven environment.
- Creativity, resilience, curiosity and an open mind.

Our Must Haves:

- 3-5 years of experience in Real Estate Marketing for client or agency side.
- Minimum Bachelor's degree in marketing, communication, or similar is required.
- High potential in terms of strategic and analytical thinking.
- Proven track record to innovate or challenge the status quo.
- Strong ability to communicate and work collaboratively with others.
- Ability to navigate multiple complex priorities
- Excellent written skills, copywriting, proofreading and editing abilities.
- Work experience in real estate.
- A love for storytelling and design
- Demonstrated leadership potential in a high growth and/or complex environment.
- High attention to detail
- Entrepreneurial spirit
- Knowledge and expertise in graphic design editing is an asset
- Team player

Your Rewards:

Our most important offering to anyone that joins Framework is our culture of innovation, achievement and ownership. We bring out the best in each other by constantly striving for excellence in everything we do. These values are reflected in our Real Estate Projects, our Company, our clients and our People.

At Framework, we offer a very competitive compensation structure and benefits package:

- \$80,000 to \$100,000 (depending on experience)
- Group health benefits plan
- Friends and Family Program: Early and exclusive access to our projects
- Professional Development and Education Support

How to Apply:

Please submit an application including cover letter and resume by email to info@frameworkgroup.ca. We value your interest in the Framework. While we can only respond to shortlisted applicants, we will keep your information on file and consider you for future opportunities as they come available.

