

Hudson.

Hudson - Marketing Manager, Residential + Corporate (Permanent Full-Time)

Location: Vancouver, BC

Salary Range: \$95,000 – 115,000 per year

about hudson:

We at Hudson are a Vancouver-based real estate developer. We create uniquely aspirational spaces that fit within the urban fabric of a community. Working with a growing group of talented artists, architects, designers and craftspeople, we aspire to design and build forward thinking sustainable communities. Disciplined in our design. Dedicated to our craft. We build beautiful homes.

Hudson specializes in the development of purpose-built residential rental, mixed-use and pre-sale condominium projects in urban neighborhoods of Greater Vancouver. With a growing track record of delivering design forward projects, Hudson centres around the desire to simply do things better.

With local roots in Vancouver, we are a small, nimble and high performing team that loves what we do. As we grow, we are becoming vertically integrated between all facets of our business including; Acquisitions, Development, Marketing, Finance, Accounting, Construction and Property Management. If you are highly motivated, career-oriented, and passionate about real estate, we'd love to hear from you!

about the role:

The Marketing Manager will take the lead on execution of the company's multiple project marketing strategies, from conception through to completion. The role requires a confidential individual representing the Hudson brand that is willing to push the boundaries of convention and a realization that great real estate marketing involves creating an experience.

- Lead and oversee project marketing execution including asset and collateral creation, print media, social and marketing communications in collaboration with the development team
- Oversee and lead presentation centers and display suite execution
- Develop and manage marketing budgets and schedules
- Build upon the existing corporate social media strategy in collaboration with external consultants, photographers and project marketing teams
- Collaborate with and manage the social media coordinator
- Monitor all official Hudson social media activity as well as a broad range of external social media networks and accounts for the purpose of audience engagement and content curation
- Stay current on the latest trends in design, social media and digital communications and recommend new tools and techniques to implement across project and corporate branding
- Assist with the development and implementation of email marketing initiatives including overseeing production, layout and distribution of eblasts
- Handle writing content, proofreading and layout of copy
- Ensure sales/leasing team has the right tools and information to effectively sell and/or lease projects
- Planning, creating and executing launches, community events and realtor events in collaboration with the marketing team and external planner

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about you:

You are an experienced marketing professional with several years successfully executing on and marketing a combination of residential presale, rental and / or commercial real estate development projects. You may have a background in marketing, business, interior design or architecture; with a design-focused approach.

You are independent, highly motivated and a collaborative team player. Being a small, entrepreneurial team with lots of work on the go, you are not afraid to roll up your sleeves with a “can do” attitude.

qualifications:

- Post-secondary education in Marketing, Business, Communications or related design field
- 6+ years of Real Estate industry experience
- Proven track record to effectively executing progressive real estate marketing programs
- Results oriented with the ability to problem-solve, prioritize and manage a demanding schedule
- A valid BC driver’s license or frequent Uber customer
- Experience with MS office, Adobe Creative Suite software (optional)
- Proficient knowledge of Instagram, TikTok, Facebook, LinkedIn and other social platforms
- Knowledge of CRM systems

what we offer:

- Opportunity to take a leadership role within a growing, forward-thinking company
- A team atmosphere in a dynamic, ever changing work environment
- Personal and professional development
- Competitive compensation package with annual bonus
- Generous paid vacation time and office closure over the winter holidays
- Ability to grow within Hudson!

how to apply:

Please do not contact Hudson regarding this position.

Individuals meeting the criteria above are encouraged to apply by emailing jobs@mcnak.com with the subject line: **Application for Hudson**. Please include a resume with your online application.



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with outstanding employers
throughout Canada.

Thank you for your interest in this position. McNeill Nakamoto Recruitment Group is the exclusive recruitment partner for Hudson. For specific questions, Patricia Lim can be reached at patricia@mcnak.com or 604-662-8967 ext. 113 in confidence.

Hudson is an inclusive equal opportunity employer, and McNeill Nakamoto is committed to recruiting with a focus on equal opportunity, diversity and inclusion. While we thank all candidates for their interest, only select individuals will be contacted for follow-up.