

Director of Marketing

About Townline

The Townline Group is a real estate development company primarily focused in the Lower Mainland and Vancouver Island. Our development and construction portfolios are diverse and consist of mixed-used multi-family and commercial construction, as well as non-market and purpose-built rental housing. Townline is a well-rounded company with proven teams specialized in the areas of Development, Affordable Housing, Finance, Acquisitions, Construction, Sales, Marketing and Customer Care all housed under one roof. Townline has been building homes since 1981 and believe diversity is the cornerstone to our success and longevity.

The Opportunity

As our Director of Marketing, you'll be the spark that ignites our brand and fuels the success of our pre-sale and multi-family rental projects. You'll lead a talented team, collaborate with top-notch agencies, and leverage the power of data and even AI to connect with our future homeowners and residents.

Your Mission

- **Orchestrate Successful Pre-Sale Launches and Ongoing Sales Strategies:** Develop and execute innovative marketing strategies for pre-sale residential developments, from generating initial buzz and orchestrating successful launch events to implementing effective campaigns that drive ongoing sales momentum through to final completion.
- **Drive Multi-Family Rental Leasing and Occupancy:** Create and implement targeted marketing strategies to attract ideal tenants for our multi-family rental properties, including initial lease-up and ongoing tenant engagement initiatives with property management
- **Manage Marketing for Standing Inventory:** Develop and implement effective marketing plans to drive sales of completed and standing inventory.
- **Be the Brand Guardian:** Champion and evolve the Townline Homes brand, ensuring consistent and impactful messaging and visual presentation across all channels, providing clear direction to the Graphic Designer.
- **Shape Our Corporate Story:** Oversee the creation of engaging content that showcases the Townline Homes vision, values, and expertise, contributing to our long-term reputation as a leading developer.
- **Harness the Power of Data:** Establish robust data tracking and analysis to inform our strategies, optimize campaign performance, and ensure every marketing decision is grounded in actionable insights.
- **Guide Our Agency Partners:** Set the strategic direction for our external agencies, ensuring their work aligns perfectly with our goals and delivers exceptional results (our Marketing Manager will handle the day-to-day).
- **Partner with Sales and Lease:** Work hand-in-hand with our Director of Sales and Leasing and their team to create seamless and effective campaigns with their on the ground input.
- **Measure Our Success:** Define and track key performance indicators (KPIs) across all marketing activities, analyze results against targets, and continuously refine our strategies .
- **Inspire Our Marketing Team:** Lead and mentor a talented marketing team, including the Graphic Designer, fostering a culture of collaboration, innovation, organization, and clear creative direction.

**CREATIVE
APPROACH.
ROCK SOLID
EXECUTION.**

What You Bring:

- 7-10 years of progressive marketing management experience with a strong and successful focus on real estate marketing, including both pre-sale and multi-family rental projects.
- A proven track record of developing and executing marketing strategies that drive tangible results
- A deep understanding of the digital marketing landscape and a curiosity or experience in leveraging AI tools.
- A knack for building strong brand equity and creating compelling brand narratives for both a corporation and individual developments.
- Exceptional analytical skills and a passion for making data-driven decisions.
- Outstanding communication, presentation, and interpersonal abilities.
- Proven leadership skills with a demonstrated ability to lead in an organized and forward-thinking manner.
- A Bachelor's degree in Marketing, Communications, Business, or a related field (or equivalent experience that demonstrates your expertise).

What We Offer:

- A competitive compensation package that recognizes your strategic leadership and impact.
- A comprehensive benefits plan to support your well-being.
- The exciting opportunity to lead the marketing vision for a dynamic and growing real estate development leader.
- A collaborative and innovative environment where your ideas are valued.
- Opportunities for professional growth and to stay at the forefront of marketing trends.

Ready to Shape the Future of Our Brand?

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