UBC PROPERTIES TRUST

MARKETING AND COMMUNICATIONS COORDINATOR

The Company

UBC Properties Trust (UBCPT) was established in 1988 to create and care for world-class spaces where people can live, learn, and grow.

The Opportunity

The Marketing and Communications Coordinator is a key member of the team, reporting to the Communications Manager. This role combines the day-to-day communications and digital marketing responsibilities that help drive awareness, visitation, and business success across UBCPT's residential and commercial communities. Working closely with the Property Management and Development teams this position ensures consistent, professional, and impactful communications across all UBCPT audiences.

What Success Looks Like

- UBCPT's social media channels are active, consistent, and on brand, with steady growth.
- Communications calendars run smoothly, with accurate content delivered on time and through the right approvals.
- Commercial tenants see UBCPT as a trusted marketing partner, and more of them take part in campaigns and programs.
- Community and tenant events are delivered on time and on budget and bring people into UBCPT's retail and commercial districts.
- Monthly reports give leadership clear, accurate insights that shape future marketing decisions.

Key Responsibilities

Social Media and Digital Channels

- Create and schedule content across platforms.
- Monitor engagement and respond to inquiries in collaboration with relevant teams.
- Coordinate and execute paid social and digital campaigns.
- Create assets for social, digital, print, and event use, in line with brand guidelines.
- Coordinate photography, videography, and content capture for events and activations.
- Edit and update website content in WordPress.
- Track performance metrics and prepare monthly reports and analytics.

Event Marketing and Community Activation

- Maintain relationships with tenant contacts and support community activations.
- Coordinate planning and delivery of community events, including vendors, logistics, signage, and event communications.
- Support on-site event execution when required.
- Assist with sponsorship and partnership activations.

- Provide project management for communications, campaign, and event initiatives, including timelines, deliverables, and stakeholder follow-up. Track budgets and flag variances to the Communications Manager.

Communications and Content

- Coordinate execution of internal and external communications initiatives.
- Support management of editorial calendars and content schedules, and coordinate approvals and publication.
- Support development and implementation of communications plans.
- Draft, proofread, and distribute communications materials.
- Assist with media monitoring and community engagement, and flag issues to the Communications Manager.
- Maintain content libraries, photography databases, and communication templates.
- Research and compile market, competitor, and audience information to support communications planning, content development, and briefing materials.

Leasing Support and Administration

- Provide administrative support to the leasing team, including marketing collateral and availability updates.
- Support preparation of presentations and briefing materials.

Competencies and Qualifications

- 4+ years of marketing, communications, public relations, or digital marketing experience.
- Proficiency with social scheduling tools, Canva or Adobe Creative Suite, Google Analytics, Asana, WordPress, and Microsoft Office.
- Experience supporting paid social campaigns (Meta).
- Exceptional writing and editing skills.
- Strong social media and content creation experience.
- Experience coordinating events or community engagement initiatives.
- Strong project management and organizational skills.
- Highly customer-focused with excellent relationship-building abilities.
- Experience working with commercial businesses, retail marketing, hospitality, placemaking, community development, or real estate is an asset.