

# ARAGON

**Job Title:** Marketing Manager

**Location:** Vancouver, BC

**Reports to:** Sr. Marketing and Sales Manager

**Salary:** \$75,000

## **JOB DESCRIPTION:**

As a Marketing Manager for Aragon Properties Ltd., you will play a key role in the development, execution, and management of marketing strategies primarily for our residential property projects. In addition, we have some hospitality assets that may require some assistance. Working independently and reporting to the Senior Marketing Manager, you will be responsible for creating and implementing campaigns that drive brand awareness, enhance property sales, and engage with target audiences.

## **KEY RESPONSIBILITIES:**

- Develop and execute comprehensive marketing plans for residential projects, including advertising, digital marketing, and promotional events.
- Develop and execute the creation of marketing collateral, ensuring alignment with brand standards.
- Manage digital marketing campaigns, social media, email marketing, and online advertising.
- Track and analyze performance metrics to measure the effectiveness of campaigns and make data-driven decisions.
- Collaborate with the sales team to create marketing materials that support the sales strategy and enhance customer engagement.
- Maintain the company's online presence, ensuring the website and social media channels are updated and aligned with current projects.
- Manage relationships with external agencies and vendors, including designers, copywriters, and media buyers.
- Monitor market trends, competitors, and industry best practices to inform future marketing strategies.
- Prepare and manage the marketing budget for assigned projects.
- Assist in organizing events, open houses, and project launches.

## **REQUIREMENTS:**

- Bachelor's degree in Marketing, Communications, or related field.
- 3-5 years of experience in a marketing role, preferably in real estate or property development.
- Strong understanding of digital marketing, including social media platforms.
- Ability to work independently with minimal supervision, handling multiple projects at once.
- Excellent written and verbal communication skills.
- Experience with design tools (e.g., Adobe Creative Suite) and content management systems is a plus.
- Analytical skills with the ability to interpret marketing data and make informed decisions.

This position is based at Aragon Properties Ltd.'s head office and requires occasional travel to project sites and events. The role will involve both strategic planning and hands-on implementation of marketing activities.