



INFINITY

PROPERTIES

Sales & Marketing Manager

ABOUT INFINITY

Infinity Properties is one of the premier residential developers in the Fraser Valley and we are looking to grow our Sales & Marketing team! Over the past 20 years, we have provided over 3,000 single and multi-family units to new and excited homeowners and our mission is to continue and expand this tradition.

Craftsmanship, collaboration, and community are the pillars that we pride ourselves on. Our professional team is experienced in quality land acquisitions, project development and construction of high-quality homes in vibrant communities that people can be proud of. We love what we do, and it shows.

Infinity currently develops and sells approximately 120 residential units and between 70 and 100 single family lots each year with the goal of increasing this production year over year.

ABOUT YOUR ROLE

Manage all sales, marketing and leasing aspects for Infinity. This role is full time, at our headquarters in Langley. As Sales & Marketing Manager, you would be reporting directly to the VP of Design & Development and be responsible for the implementation and direct supervision of the following:

Project Marketing

This would include marketing campaigns for all Infinity projects including subdivisions, multi-family residential, industrial, office and residential rentals and in some cases leasing of units or space.

- Be the primary contact with our creative agency i.e.: Creation of project identity and management of all creative components of marketing campaigns
- Coordinate communication and marketing items between various consultants and suppliers
- Management of all project websites
- Management of all digital marketing campaigns
- Management of project databases
- Implementation of all marketing collateral such as brochures, signage, sales centers etc.
- Working directly with Infinity's Marketing Coordinator and the sales firms/teams selected by Infinity for each project
- Manage strategy and development of content for social media – Instagram, Facebook, LinkedIn with the Marketing Coordinator
- Provide research and analysis on market trends, innovations and competitive development projects
- Creation of marketing budgets and schedules

Corporate Marketing

A large part of Infinity's success is their strong corporate brand they have created over time. The Sales & Marketing Manager will be responsible to maintain and continue to build this brand.

- Supervision of Infinity's corporate marketing strategy
- Oversee corporate communication to the public
- Supervision of Infinity's digital marketing platform
- Review and updating of the Infinity website (www.infinityproperties.ca)
- Management of Infinity's database
- Submit award applications
- Assistance with all promotional/corporate events or items for Infinity

Sales Management

Project sales for Infinity will predominantly include the managing outside sales teams selling townhomes and wood frame apartments but also will include managing the sale of single-family homes and/or lots, some of which are out of town.

- Managing the RFP process with Sales and Marketing firms
- Awarding contracts to sales and marketing firms
- Providing competitive market research (product, buyer, pricing, incentives etc.)
- Overseeing sales strategy with sales and marketing teams for multifamily sales
- Direct/coordinate sales and marketing meetings
- Manage preparation, filing and amendments to Disclosure Statements for all multifamily projects
- Coordinate & maintain contract and supporting addenda for multifamily and lot sales
- Manage current pricing for all multifamily projects & lot sales
- Manage sales software (Avesdo) – set up and administration
- Manage all communication from sales teams for multifamily and lot sales
- Complete all CSAIR Reporting for multifamily projects
- Coordinate Presentation Center and Show Home maintenance
- Review and sign all offers in sales software (Avesdo) (weekdays and weekends)
- Review all lot sale offers and prepare for signing
- Coordinate completion documents with Infinity's external council for all multifamily and lot sales
- Coordinate Handover Schedules for all multifamily projects
- Manage Unit Specification distribution for all multifamily projects using CPS
- Budget creation and reviews

Project Leasing

One of Infinity's core functions is to develop income generating assets. These would include rental apartments as well as commercial, industrial and/or office space. The following scope would be included while working with the Director of Development.

- Performing market research on rental rates
- Communicate and manage leasing/rental agents
- Providing leasing/rental absorption updates
- Create and circulate Rent Roll reports

WHAT YOU BRING

You will ideally bring the following qualifications:

- Post-secondary education in a discipline relevant to marketing or communications
- A minimum of 5 years of experience in a marketing, preferably in real estate
- Strong computer skills: proficient in Microsoft Office, Microsoft Excel, ideally experience with design and web-based software such as WordPress and InDesign (or similar), and experience in sales software (Avesdo).
- Experience with database management (Infinity currently utilizes Lasso)
- Excellent verbal and written communication skills
- Strong social media skills

ABOUT YOU

As an Infinity team member, you would embrace our core values of working at a high level, having a positive attitude and would have the ability to work well with your team members and industry partners. In doing this you would:

- Be self motivated, efficient and task orientated
- Bring creative ideas and concepts to our developments and projects
- Have a keen attention to detail and passion to do things right
- Be an effective communicator with management, team members, and industry partners/professionals
- Thrive in a collaborative team environment

HOW TO APPLY

Please submit applications to info@infinitygrp.ca. We will only respond to shortlisted candidates. Thank you for your interest in this opportunity at Infinity Properties!