

Position Title: Marketing Coordinator

About Seacliff Properties:

Seacliff Properties is a privately-owned company based in Vancouver, BC. With extensive experience in the acquisition, development, construction and management of real estate assets across different classes, we bring a collaborative and creative approach to each and every project and community we build. With 6 masterplan communities currently in development, and zoning in place for 5,000+ future homes, Seacliff Properties is at the forefront of development in Western Canada.

About the Role:

This role will be based in Vancouver as part of the Seacliff Properties team, however the primary focus for the role will be marketing our Fairwinds masterplanned community in Nanoose Bay and will require regular travel to Vancouver Island. You will have a direct impact on the day-to-day marketing for this community – including, but not limited to the following: communications and member relations, digital media and online advertising, social media and content planning, special events, and assisting with Fairwinds Real Estate projects in the community.

This role will directly report to the Manager, Sales and Marketing at Seacliff Properties, but will also work very closely with the Management Team at Fairwinds.

In addition to the Fairwinds Marketing scope, occasionally this role will assist the Manager, Sales and Marketing at Seacliff with marketing tasks across other masterplan communities in the Seacliff Properties portfolio, as well as executing Seacliff's corporate marketing strategy.

About Fairwinds:

Located in Nanoose Bay on Vancouver Island, Fairwinds is a 750-acre oceanfront community offering a variety of resort-style amenities. These include an award-winning golf club, a 300-slip marina, a wellness club with a pool and fitness facilities, a collection of oceanfront vacation rentals and a variety of dining options. With over 1,000 existing homes in the community, zoning is in place for Seacliff to develop up to 2,000 more. To learn more, visit fairwinds.ca.

About You:

- A creative personality with the passion to make a difference.
- Strong communication skills, both written and verbal.
- A strong ability to manage multiple projects, prioritize tasks, and meet deadlines efficiently.
- A keen interest in analytics to optimize performance, drive customers and increase revenue.
- A strong ability to collaborate across teams with consistent communication.

Your Responsibilities:

Communications: Design, write, and execute email marketing campaigns and newsletters to the members of the Fairwinds community to help with member engagement and growth, including: Fairwinds Golf Club, Fairwinds Marina, Fairwinds Wellness Club and Fairwinds Residences. Monitor the effectiveness of these email campaigns and adjust strategies accordingly.

Marketing Strategy + Budgets: Work alongside the Seacliff and Fairwinds teams to develop and execute the annual marketing strategy and budget for Fairwinds and its operating assets. Prepare and manage quarterly marketing plans and calendars for each of Fairwinds operating assets covering communications, advertising, events, and social media. Work with the Fairwinds Management team to implement the marketing strategies within the community and foster ongoing relationships with each Divisional Manager.

Fairwinds Brand: Maintain a comprehensive understanding of the products and services offered in the community to proactively support Marketing efforts and increase brand awareness. Ensure all Marketing assets (print, digital, website, signage) are current, accurate, and adhere to the Fairwinds brand standards.

Social Media: Work with the Manager, Sales & Marketing, as well as third-party consultants, to facilitate content creation and review content calendar to elevate Fairwinds' social presence. This could include tasks such as: coordinating with the Divisional Managers to ensure content is captured, assisting with planning photo/video shoots during events at Fairwinds, writing and/or editing captions, suggesting strategies to increase following and engagement across social platforms.

Events: Assist the Fairwinds Management Team to plan, coordinate, and execute community events including golf tournaments, conferences and banquets, outdoor celebrations, seasonal events, and more.

Your Experience:

- Bachelor's degree in business, marketing, or another relevant field.
- 2+ years of experience working in marketing. Real estate or hospitality marketing preferred.
- Experience using email marketing platforms. Spark and Mailchimp an asset.
- Experience with digital marketing including Google Ads, Google Analytics, and more.
- Experience with Adobe Creative Suite a plus, but not required.

Role Details:

- Full-time position, Monday-Friday, 9am – 5pm.
- Location: In-person at Seacliff Properties. #305-1788 West 5th Ave. Vancouver, BC. Flexibility to work from home occasionally, but primarily an office-first company.
- Regular travel to Fairwinds in Nanoose Bay will be required (likely 2-4 times per month).
- Extended dental, health, and vision benefits.
- Fairwinds Perks: Complimentary golf and driving range access, discounts at the pro shop on rentals and gear, 4 nights per year complimentary stay at the Fairwinds Residences.

How to apply:

Please send your resume to Kody Dishlevoy, Manager, Sales & Marketing at kody@seacliffgroup.com. Please include 'Marketing Coordinator' in the subject line.

Questions? Please feel free to reach out via email prior to applying if there is anything you would like to discuss about the role. We thank all applicants for their interest and will only be in touch with shortlisted candidates.