

Vice President, Marketing and Leasing

The Company

UBC Properties Trust was established in 1988 with a mission to create and care for world-class spaces where people can live, learn and grow. We develop, service and lease residential land at UBC to create communities and build UBC's endowment for future generations. We construct and manage rental properties that provide residential, retail and office space in support of workforce housing and academic objectives. We also provide project management services for institutional buildings at UBC and advise on land use and development. We operate on both the Point Grey campus and UBC Okanagan, and have two property management divisions: Village Gate Homes (UBC faculty and staff rentals) and Wesbrook Properties (market rentals).

The Team

The Marketing and Leasing team is responsible for all marketing and leasing activities, including those for our two property management divisions. UBCPT's diverse role at both the Point Grey and Okanagan campuses requires a dynamic team to build marketing assets and leasing programs that support:

1. Branding and advertising of our neighbourhoods
2. Leasing of the residential rental homes UBCPT develops and manages
3. Third-party developers that build on UBC residential neighbourhoods
4. Commercial leasing and tenant retention
5. Other stakeholders

The Opportunity

Reporting to the President & CEO, the Vice President, Marketing and Leasing sets the strategic direction for marketing, brand, communications, and leasing across UBC Properties Trust. As a member of the executive leadership team, the role contributes to corporate strategy and decision-making, and ensures marketing and leasing meaningfully shape projects from early concept through lease-up and long-term operation.

Working across Vancouver and Kelowna, this is a senior executive role accountable for portfolio-wide brand stewardship, marketing and leasing strategy, leasing revenue and occupancy performance, and the reputation of UBC Properties Trust.

Strategic Leadership & Brand Stewardship

- Set and steward the overall marketing, brand, and leasing strategy for UBC Properties Trust, including its development and property management divisions
- Own brand architecture, positioning, and narrative across neighbourhoods, developments, and operating entities
- Act as the internal authority on brand, marketing and leasing strategy, and reputational risk, advising executive leadership, project teams, consultants, and partners
- Contribute to UBCPT's strategic plan and present marketing and leasing strategy, risks, and performance to the Board and its committees as required

Portfolio-Wide Marketing & Leasing Strategy

- Direct marketing and leasing strategy across residential and commercial assets from planning through operations
- Align marketing and leasing with development, resident retention, and operational priorities
- Serve as a strategic partner to executive peers in Development and Asset Management

Leasing Strategy & Performance

- Set leasing strategy for the residential (Village Gate Homes and Wesbrook Properties) and commercial portfolios at Point Grey and Kelowna, including lease-up strategy for new buildings
- Recommend rental rate, incentive, and occupancy strategies to the CEO, informed by market analysis and applicable UBC housing policies
- Approve leasing policies, standards, and approval authorities (including tenant selection, waitlists, and renewals), with day-to-day execution delegated to the leasing team
- Set commercial leasing and tenant mix strategy and approve major lease terms, in support of neighbourhood and community objectives
- Accountable for the compliance of marketing and leasing activities with the Residential Tenancy Act, Human Rights Code, Personal Information Protection Act, and other applicable legislation
- Set and report on leasing KPIs (e.g., occupancy, absorption, turnover, and leasing revenue) and market trends to executive leadership and the Board as required

Design Integration & Built-Form Strategy

- Embed marketing, brand, leasing, and community objectives early in the design process for new developments, including unit mix and amenities informed by market demand
- Provide executive direction on building identity, character, and neighbourhood expression
- Set the direction for public-facing, resident-facing, and ground-floor environments to protect identity, perception, and long-term brand equity
- Approve the strategy for presentation centres and leasing environments so they drive lease-up while reinforcing long-term brand positioning

Corporate Communications, Internal Brand & Reputation

- Set the external communications strategy, and approve key corporate and resident messaging
- Set the internal communications framework and editorial standards for UBCPT, partnering with the CEO, Corporate Affairs and other executive leaders to deliver clear, consistent and timely employee communications. Subject-matter accountability remains with the responsible executive.
- Serve as executive lead for major announcements and high-risk and issues communications, advising the CEO and executive leadership on response strategy
- Build senior-level relationships with UBC counterparts, escalating matters that may affect the UBC brand

Community Engagement & Placemaking

- Set the strategy for community engagement and placemaking
- Ensure programming strengthens neighbourhood identity, resident experience, and long-term trust

Financial Stewardship & People Leadership

- Own the marketing and leasing budget, including multi-year planning, forecasting, and ROI evaluation
- Approve the selection of key agencies, consultants, and leasing brokers, and hold them accountable for performance
- Build and lead a high-performing marketing and leasing team across Point Grey and Kelowna, with a focus on capability, accountability, and succession
- Represent UBCPT with third-party developer partners and other senior external stakeholders

Skills & Experience

- 15+ years of progressive marketing and leasing experience, including at least 5 years in an executive or senior leadership role, ideally within real estate, development, property management, or another design-led, project-based environment
- Proven success setting residential and/or commercial leasing strategy, including lease-up of new buildings, rental pricing, and major lease negotiations
- Demonstrated experience working alongside architects, designers, and planners, with the ability to translate brand and strategy into the built environment
- Exceptional strategic judgment and business acumen, with a track record of turning strategy into measurable results
- Executive presence and excellent communication skills, with the ability to advise a CEO and Board and influence senior stakeholders, including UBC
- Proven ability to manage complexity, long timelines, and multiple stakeholder groups
- Experience leading teams across multiple locations and owning budgets at the enterprise level
- Working knowledge of BC residential tenancy legislation and commercial leasing practices
- A degree in marketing, communications, business, real estate, or a related field; an MBA or related graduate degree is an asset