

# Marketing Manager

If you are an awesome marketing professional looking for a rewarding career, we'd love to meet you. Nyrose & Associates | DNA Project Marketing is growing and we're looking for an experienced, energetic, creative and organized marketing professional to join our marketing team.

This position will focus on generating new traffic to new home sales by creating, delivering and optimizing marketing campaigns; creating content and managing social media channels; maintaining inventory of marketing collateral materials; planning client and agent events.

The ideal candidate will have proven success in coordinating and executing successful, multi-faceted marketing campaigns, preferably with experience in real estate and/or new home developments; including,

- Collaborate with marketing team to deliver effective marketing programs that achieve company and client objectives.
- Assist with initiatives that drive brand awareness
- Day-to-day execution of marketing campaigns and sales administrative support
- Execute sales and marketing materials (and coordinate with suppliers) to adapt scopes, timelines, critical path and deliverables for maximum benefit
- Collaborate with marketing team to implement lead generation campaigns
- Oversee (and/or design) ad layouts
- Oversee (and/or design) content in a variety of formats including written, graphic, photos and social-style video
- Create media/advertising plans for optimal results
- Assist in day-to-day social media campaigns
- Assist in day-to-day real estate marketing
- Draft press releases and news articles
- Website updates as required
- Maintain an evolving understanding of the Kelowna real estate market, including new home developments
- Assist with project launches

- Gather and analyze data to provide insight on brands, competitors and market trends
- Measure and report performance of marketing campaigns and assess against goals and timelines

### **Required skills and qualifications**

- Two or more years of experience in marketing / advertising
- Hands-on experience and results in executing campaigns
- Proven success in fast-paced environment, working both individually and as a team member
- Exception verbal and written communication skills
- Strong attention to deadlines and budgetary guidelines
- Ability to prioritize and manage multiple deadlines and timelines
- Experience in content development and graphic design
- Google Adwords
- Social Media ad management
- Creative, curious and analytical

Prior experience in real estate is preferred. Please send cover letter with salary expectations, along with your resume in PDF format to [michelle@kelownarealestatepros.com](mailto:michelle@kelownarealestatepros.com)