

MARKETING MANAGER

The Daniels Corporation builds with a passion for creating vibrant communities in every sense of the word. Daniels looks beyond the bricks and mortar, including social, cultural and economic infrastructures that will create a unique sense of place. This commitment has been an integral part of Daniels' corporate philosophy for over 35 years. Daniels has built more than 30,000 award-winning homes and apartments, master-planned mixed-use communities, and commercial and retail spaces, and has earned its standing as one of Canada's largest and preeminent builder/developers.

The Daniels Corporation is actively searching for a dynamic, smart, strategic and talented individual to fill our Marketing Manager position. Reporting to the Senior Manager of Marketing & Communications, this roll provides a dynamic work environment, a strong and collaborative team and an opportunity to push boundaries and creative limits. This position will require occasional weekends and evening work.

Responsibilities:

- Develop effective, high-impact marketing initiatives, manage relationships, and provide creative direction with agencies and suppliers including briefing documents and presentations
- Provide day-to-day management of advertising campaigns focusing on all aspects of marketing new home communities
- Coordinating media buys and traffic for online, print and out of home advertising including proof reading and approval
- Assist with social media content, advertising campaigns and Google analytics
- Provide ongoing updates to community website content
- Inventory management and provision of displays and collateral materials for each community i.e. brochures, floor plans, handouts etc.
- Assisting with coordination and attend all sales related events
- Assist with new sales office and models set up and oversee ongoing maintenance to ensure customer ready condition
- Assisting with market research, competitive shopping and producing reports
- Attend weekly sales and marketing meetings
- Maintain up-to-date health and safety documentation, as well as identify and report any impediments to a safe work environment for purchasers, contractors, suppliers and consultants
- Various administrative tasks including creating and maintaining multiple budgets, submitting invoices for approval and payment, preparing reports and meeting coordination

Requirements:

- Degree in Business, Advertising or related area, with a focus in Marketing preferred
- 3-4 years' experience in a manager role in a business environment or with an advertising firm working on accounts. Real Estate experience is a definite plus

- Proficiency in Microsoft Office, with strong Excel and PowerPoint. The ideal candidate will have some familiarity with Adobe Publisher or Photoshop as well as WordPress or other web content management systems
- Familiarity with the Google advertising and social media advertising platforms such as Facebook and Instagram
- Extremely well-organized, flexible, ability to prioritize workloads, and meet deadlines
- Excellent written and oral communication
- Excellent presentation skills
- Experience with email marketing campaigns and web development
- Available to travel to sites and other communities across the GTA

We are looking for someone who is self-motivated, creative, detail oriented with solid organizational, time management and follow up skills all while being personable and having a can-do attitude!

If you are interested in this position, or know of someone who is interested, please forward your submission to Megan Aird, Senior Manager of Marketing and Communications at marketing@danielscorp.com.

Your submission should include a cover letter and resume. In your cover letter be sure to tell us about yourself and your interest in this position including your specific experience as it relates to the job description.

The Daniels Corporation welcomes and encourages applications from people of all disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process.

We thank all applicants for their interest in this position, however only applicants selected for an interview will be contacted.