

## Senior Marketing Coordinator

### About Us

Zenterra Developments is a local real estate development company and home builder located in South Surrey, BC. We answer the call of home buyers who are searching for something more; a company that will look after their interests, adhere to top industry standards, and demonstrate quality and professionalism in everything they strive to do. With over 18 years of diverse experience in construction, land development, real estate and design, Zenterra is a group of companies with great opportunity for growth and career advancement.

### Position

As the **Senior Marketing Coordinator** your primary focus will be developing and managing project marketing campaigns varying from the creative/ theming and positioning process to identifying a successful strategy. Traditional and non- traditional marketing methods will constantly be drawn upon to create award winning and successful marketing campaigns. This is a permanent, full time position.

### Responsibilities

Responsibilities include, but are not limited to:

- Developing and managing project marketing campaigns from strategy, theming, positioning and creative branding
- Create dynamic and unique integrated marketing campaigns that are specific to the community and current market conditions
- Growing, managing, and communicating project objectives to a selection of preferred creative, production, and marketing suppliers
- Overseeing planning, strategy, execution, and evaluation of all advertising campaigns
- Collaborating with various creative agencies to create marketing deliverables
- CRM management to communicate, gauge results, and gather data
- Managing production and marketing operations of our Home Stores
- Managing all project marketing websites, email campaigns and online tactics
- Keeping up with new marketing trends and innovations for new ideas and opportunities
- Work in partnership with various members of the Zenterra team to strengthen marketing objectives by utilizing in- house data
- Various daily tasks that aid in the overall success of Zenterra Developments

### Requirements

- Minimum 2-4 years of experience in real estate marketing
- Post - secondary degree in a real estate/ marketing related area of study
- Experience with CRM systems (Lasso)
- Strong social media marketing knowledge and skills
- Strong computer skills: Microsoft Office, Adobe, In-design, Photoshop etc.
- Organized, proactive and efficient are a must
- Hold a valid BC Drivers License

If you believe you would be a good fit for Zenterra, please submit your resume and cover letter to: [careers@zenterra.ca](mailto:careers@zenterra.ca). Please include **Senior Marketing Coordinator** in the subject line. We thank all applicants; however only short-listed candidates will be contacted. No third parties. Thank you.