



MARKETING COORDINATOR POSITION PROFILE

Location: Squamish, BC
Industry: Development & Construction
Salary: Competitive Wage

ABOUT DHD CONSTRUCTION LTD.

DHD Construction Ltd. is a Squamish-based, full-service construction and development company that for over fifteen years has specialized in creating residential real estate communities and building beautiful homes with passion in Squamish, Greater Vancouver and Whistler. We bring craftsmanship, sustainable design, business sense and professionalism to all our homes in the Sea to Sky corridor and take great pride in completing Squamish's first Net Zero, Zero Emissions, Step Code 5 home.

As part of the DHD team, there are three key values that guide our words and actions – a commitment to leadership; to build and act with integrity; and teamwork. These values are part of every decision we make to ensure the best possible outcome for our clients, employees, partners and communities in which we live. Our unwavering commitment to our company culture ensures we:

- Build sustainably, drive change, raise the bar and never stop learning;
- Build quality, care about people, think like an owner and do it right way; and
- Communicate, show support, share ideas, find solutions and be dependable.

Finch Drive in Squamish is DHD's latest project. DHD has secured four stunning mountainside view properties in central Squamish totaling over 20 acres. This future master-planned community will use modern building technologies to achieve some of Squamish's most energy efficient, multi-family homes. We are seeking an experienced **Marketing Coordinator** to lead all activities related to conceptualizing and implementing marketing and communications strategies. Working closely with the Director of Sales and Marketing, this role strategizes and executes campaigns; builds brand awareness; leads project marketing from start to finish; and executes projects in coordination with business development activities. The Marketing Coordinator reports to the Director of Sales and Marketing.

THE ROLE: RESPONSIBILITIES and ACCOUNTABILITIES

Communicate with the Director of Sales and Marketing on any and all issues that could be detrimental or create new opportunities.

Coordinate the design of creative assets, including but not limited to, renderings, photography, signage, websites and other social media and the creation of numerous marketing print and digital collateral, such as signage, stationary, brochures, floorplans, feature sheets and flyers.

Support the Director of Sales and Marketing (“DOSM”) to strategize and execute strong marketing campaigns with traditional print, online, and outdoor media that reflect each target audience.

Work with the DOSM to create annual marketing budgets and manage approved marketing budgets.

Support the marketing lifecycle of different projects at varying stages.

Analyze online analytics and conduct marketing studies to identify target audiences and competitive advantages. Source new opportunities and stay up-to-date with market trends.

Cultivate existing vendor/supplier relationships and create new opportunities.

Assist the DOSM and management team in the preparation and development of effective proposals and presentations.

Maintain a robust network through participation in industry committees and associations in BC and across Canada.

Assist in managing expectations between design, marketing, sales and production and have a clear understanding of all active jobs and timelines.

Assist the DOSM in the effective onboarding orientation, training and coaching of all new sales and marketing staff and/or outsourced consultants.

Complete other duties that may be assigned from time to time by the DOSM.

I. Qualifications

Education and Experience

- A Bachelor’s Degree in marketing, communications, sales or business an asset;
- Minimum 5 years of experience in marketing including market analysis and strategies;
- Experience in real estate or construction, including residential construction process, schedules and documents an asset;

Skills

Comprehensive knowledge of:

- Social media, website editing, graphic design and Microsoft Office applications;
- Protecting and building on client relationships and retention with a customer obsessed mindset;

Proven skill in:

- Creative copywriting and storytelling;
- Customer Relationship Management Software (Lasso Preferred);
- Email Campaign Creation using Lasso;
- Social Media Marketing;
- Leadership;
- Strategic thinking;
- Problem-solving with the ability to effectively plan, prioritize and execute;
- Interpersonal relationship building;

Demonstrated ability to:

- Drive goals and results while maintaining quality and attention to critical details;
- Collaborate with a variety of stakeholders to produce high-quality results;
- Ability to analyze and interpret financial data;
- Utilize technology solutions to assist in database management, proposal creation, and other administrative processes;
- Communicate and present clearly and confidently including translating technical language to lay audiences in writing and verbally; and
- Innovate, while staying current with industry trends and best practices.

DHD has a comprehensive benefit package that includes competitive wages, extended health and dental benefits, paid sick time, opportunity for growth and flexible work arrangements. For more information about DHD, visit us online at www.dhdev.ca.

TO APPLY

Candidates are asked to submit a resume and cover letter in one document formatted as pdf detailing experience and qualifications to admin@dhdev.ca

All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority. **While we thank all applicants for their interest, only those applicants who have been given consideration for an interview will be contacted.**