



Marketing Manager

Reporting directly to the Chief Operating Officer, we are seeking an exceptional Marketing Manager to strategically manage brand, marketing and communications programs that support the achievement of Regional's growth and revenue goals.

About the role

The Marketing Manager is responsible for:

- Brand management
 - Maintain the company brand, both internally and externally, and ensure the company's leadership role and visibility in the community and the real estate industry.
 - Manage the use of the Regional Brand by affiliate companies.
- Marketing and communications strategy
 - Support the organization by developing marketing and communication strategies and tactics that communicate and support the company's vision, purpose and values.
 - Work with development, construction, sustainability, and leasing teams to develop successful marketing strategies for newly developed projects and properties.
- Marketing media management
 - Manage media consultants including creative, production and other marketing resources.
 - Develop, edit, and distribute newsworthy press releases to share company success stories.
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 - Manage and administer and provide content for digital media platforms including corporate and departmental websites, social media, and online advertising.
- Measurement of marketing ROI
 - Monitor market for trends and innovations in the real estate industry, with a special focus on development, leasing, and property management strategies.

About you

You have/are:

- an education in marketing, art or the communications field.
- a minimum of 5 years' experience in a marketing or communications environment
- real estate industry experience in sales or marketing.
- skilled in Microsoft Office Applications such as Word, Excel PowerPoint, and Outlook.
- creative with the ability to develop content and graphics for various projects.
- strong familiarity and proficiency using Word Press, Mail Chimp, Photoshop, InDesign, and other related graphic software skills to assist with marketing tasks.
- strong organizational and communication skills with proven attention to detail.

- general knowledge and interest of corporate responsibility trends and green building strategies in the real estate industry.
- capable of effectively managing multiple initiatives simultaneously.
- excellent written & verbal communication skills.
- excellent human relations skills.

About us

We:

- empower our people to strive for creativity, uniqueness, and distinction.
- are driven by values of Integrity, Commitment, Innovation, Attention, Balance, Gratitude, and Leadership.
- have a Commercial portfolio of over 2million sf existing portfolio plus additional development potential of over 1Million sf.
- are actively pursuing portfolio growth opportunities.
- have been shaping real estate in Ottawa for 60 years.
- are proud of our fun and professional environment that promotes and rewards learning, development, and success.

We offer a dynamic opportunity with an attractive base salary and benefits.

Should Regional Group and this position be a good match for you, please email your cover letter and resumé to: recruiting@regionalgroup.com.

If you are an applicant with disabilities and require accommodations, please let us know in advance so that we may arrange for their provision.