



Director, Marketing and Brand Development - Shape the Future of Our Brand

Are you passionate about crafting captivating marketing strategies that drive growth and revenue? Regional Group is seeking a Director, Marketing and Brand Development to lead our brand, marketing, and communications efforts. As the visionary behind our marketing initiatives, you'll collaborate with cross-functional teams, manage creative projects, and shape our brand identity. If you're a creative and analytical thinker with a track record of innovative marketing campaigns, we want you to join our team and help us take our brand to new heights.

About the role

Your key accountabilities will include:

- **Marketing Strategy Development:** Develop strategic marketing plans aligned with company goals, utilizing market research and customer insights to identify target audiences.
- **Interdepartmental Collaboration:** Collaborate with various departments to ensure marketing efforts align with business objectives and receive cross-functional support.
- **Creative Team Management:** Oversee external creative professionals to develop compelling marketing materials, including advertisements, brochures, and social media content.
- **Brand Management:** Maintain and enhance the company's brand identity, ensuring consistent messaging across all touchpoints and protecting its reputation in the market.
- **Marketing Campaigns:** Plan and execute impactful marketing campaigns across multiple channels to increase brand awareness and generate leads.
- **Copywriting and Content Creation:** Craft persuasive copy for marketing materials, advertising campaigns, website content, and other communication channels.
- **Budget Management:** Develop and manage the marketing budget to allocate resources effectively for optimal results.
- **Performance Analysis and Reporting:** Monitor and analyze marketing initiatives, presenting insights and KPIs to senior management.
- **Market Trend Analysis:** Stay updated on industry trends and emerging technologies to recommend innovative marketing approaches.
- **Public Relations and Media Management:** Oversee public relations efforts and crisis communication strategies to maintain a positive brand perception.
- **Apartment Rental Marketing:** Create targeted marketing materials for apartment rentals, collaborating with sales and property management teams.

About you

You have/are:

- **Experience:** Minimum 5 years in marketing or communications, with real estate industry experience preferred.
- **Education:** Bachelor's degree in art, marketing, or communications.

- Creativity: Strong vision and proficiency in graphic software (Canva, Photoshop, InDesign) to develop captivating content.
- Project Management: Excellent project management skills with the ability to prioritize in a fast-paced environment.
- Customer-Centric: Skilled in conducting thorough market research and putting the customer at the heart of marketing strategies.
- Analytical: Results-driven mindset with the ability to define and track the success of initiatives.
- Motivation: Proactive and highly motivated to lead and execute marketing efforts effectively.
- Communication: Excellent written and verbal communication skills with exceptional attention to detail.
- Collaboration: Strong interpersonal skills for effective cross-functional collaboration.
- Tech Proficiency: Proficient in Microsoft Office applications (Word, Excel, PowerPoint, Outlook).

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.
- are actively pursuing portfolio growth opportunities.
- have been shaping real estate in Ottawa for over 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 accommodation, please let us know in advance so that we may arrange for their provision.