

Sales & Marketing Associate

Location: Vaughan, ON

Employment Type: Full-Time

Department: Sales & Marketing

The Role

The Sales & Marketing Associate will support the development and execution of marketing initiatives across multiple channels. Reporting directly to the Vice President, Sales and Marketing, this individual will assist with projects in coordination with our creative and digital agencies, while ensuring brand consistency and accuracy. The Sales & Marketing Associate will play a key role in managing timelines, budgets, and reporting. This individual will also be relied on for their creative eye, and design thinking while contributing to the strategic initiatives of a campaign and overall companywide brand objectives.

Responsibilities include:

- Working on the day-to-day sales and marketing tasks.
- Act as the primary point of contact for coordinating creative agency and oversee day to day tasks and timelines
- Manage and grow the company's social media presence across all platforms, including content creation, video editing, scheduling, community engagement, and performance reporting in alignment with brand standards
- Be responsible for coordinating marketing timelines, e-communications and lead generation
- Liaise with digital agency to manage digital budgets, and evaluate campaign performance
- Serve as the internal point of contact for corporate brand related inquiries including letterheads, business cards, construction signage etc
- Distribute internal monthly newsletter
- Maintain and update corporate website to ensure accuracy and relevance
- Maintain the company's overall branding, marketing, media, print and on-line marketing to ensure that creative and promotional activities are aligned with brand standards and current projects
- Support multiple residential marketing projects, including market research, tracking and maintaining sales data, and preparing reports.
- Collaborate with an advertising agency on various marketing campaigns for residential projects which are assigned.
- Maintain records, file management and asset library
- Set up SalesFish, maintain pricing records and ensure accuracy in APS files, amendments etc
- Set up and maintain Sales Offices, signage, and related materials to ensure brand consistency and DECO standards
- Prepare day to day reporting as necessary
- Responsible for monitoring the marketing budget and spend on projects assigned.
- Assist and attend community events and project openings (requires flexibility to work weekends and evenings as required)
- Additional duties as assigned.

Job Requirements:

- Minimum 3 years of direct work experience in marketing and/or sales. Experience in low rise residential homebuilding industry is preferred.
- Social Media Management experience
- Post-secondary diploma or degree (Marketing, Advertising, Real Estate, Public Relations preferred)
- Highly organized, detailed oriented, and able to multi-task and excellent project administration and management skills.
- Excellent relationship and communication skills.
- An eye for design, fonts and brand hierarchy
- Strong computer literacy including use of email software, Microsoft Office products, Canva, Capcut, Adobe Creative Suite (preferred)
- Superior verbal and written communication skills including advanced writing, editing, and proofreading skills.
- Must have driver's license and access to a vehicle.

Salary Range: \$55,000 – \$100,000

Compensation for this role will be competitive and commensurate with experience. If you meet the requirements, please email your resume to cassandra@decohomes.ca

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