

Position: Manager, Digital Marketing – Maternity Leave Contract

Reports to: VP, Marketing

Job type: Full-time

About rennie & our culture

We are real estate at its thoughtful best. We see real estate as a means to build better communities and improve lives. For more than 40 years, we have been leaders in the field because we consistently put people and relationships first.

We have partnered with developers throughout Western Canada and Washington State to help acquire, plan, design, market and sell some of the region’s largest and most successful communities. Integrating market intelligence, strategic perspective, and industry experience, our head office team of 90 and more than 160 Realtors work seamlessly to deliver products and sales to build clients’ brands and ensure continued success. Whether our clients are buying a home, selling a home, or building a community, they can depend on rennie and our team of trusted advisors to bring expert knowledge and trusted experience, while delivering exceptional service.

About the Opportunity

Reporting to the VP, Marketing, the Manager, Digital Marketing develops, implements, and oversees all online marketing activities, as well as plays a major role in enhancing brand awareness within the digital space, develops new online programs and digital tools for all of our business units, drives website traffic, and acquires leads for rennie’s business units. The ideal candidate will be passionate about all things digital, be up to date on latest best practices as well as on top of changes and trends in the online landscape.

Duties

- Lead innovation and maintenance of rennie’s corporate website, including updates to improve SEO, user experience and the site’s effectiveness as a tool for consumers
- Directly supervise the Manager, Social Media and Content and oversee the execution of content production, propagation, and optimization as well as the execution and ongoing optimization of social media strategy
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Evolve and iterate our content and digital strategy in order to drive rennie’s business goals and measure to ensure our efforts are generating strong ROI and making a measurable impact
- Create strategy and tactical plan for all digital campaigns, working with internal stakeholders and external agencies to complete campaigns on time and on budget
- Present digital campaigns to upper management and get buy-in from members at all levels of the organization
- Manage and optimize all digital campaigns – includes Facebook, Instagram, LinkedIn, Display, and PPC
- Review all eblasts created by the developer services team and make recommendations based on user experience / best practices - and deploy
- Lead regular email marketing training sessions with the developer services team in order to continually improve the ROI of this channel for our developer clients

- Manage corporate email marketing including a quarterly newsletter and internal product marketing emails, analyzing results regularly and optimizing over time
- Oversee and develop digital related training programs and tools to improve advisors productivity and performance e.g. lunch and learn/new marketing programs
- Be a champion for digital best practices and train team members as needed on digital strategy and tools
- Identify and evaluate new technologies and web analytics tools to improve performance
- Responds promptly to requests for service and assistance from team members in other departments
- Contribute to building a positive team environment and build enthusiasm from team around group goals and objectives

Desired Skills/Experience

- Bachelor's degree (B.A.) or equivalent in related field
- Four to six years related experience
- Demonstrated proficiency in supervising and motivating subordinates
- Excellent written and oral communication skills, as well as presentation skills
- Strong organizational, problem-solving, and analytical skills
- Ability to manage competing priorities, workflow, and meet deadlines
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Ability to create and manage annual budgets
- Proficient with Google Analytics, Google Ads, Facebook Ads, SEM Rush, and Unbounce
- Strong understanding of SEO and proven ability developing effective keyword strategies
- Experience with Salesforce and Pardot an asset

Compensation and Benefits

- Competitive salary based on experience
- Extended healthcare benefits
- Eligibility for participation in our bonus program based on performance
- Participation in our annual retreat, attend our monthly lunch and learns with leading industry experts, social events, and much more!

If this looks like the position for you, please email your cover letter and resume to careers@rennie.com. We thank all candidates for their interest, however, only select individuals will be contacted.

For more information, please visit: <https://rennie.com/about>

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.