

Position: Marketing Manager, Podium

Reports to: Director, Brand

Job Type: 6 Month Contract

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.

Integrated under rennie are Developer Services, Consumer Services, and rennie Museum. Founded on collaboration, we intentionally foster a supportive environment between our inhouse Intelligence, Technology, Conveyance, Finance, Marketing, and Advisor Teams. Together, we are the definition of strength in numbers, and individual success is team success.

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 in the field 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.

The main office of rennie is headquartered in Vancouver's Chinatown district in the historic renovated Wing Sang building, originally built in 1889. The spectacular space includes an inhouse museum, a rooftop garden with stunning views of the city, and unique collaborative workspaces.

About the Opportunity

The Marketing Manager, Podium will Lead the strategic development and execution of Podium - rennie's marketing intelligence product, focused on optimizing marketing practices through research and data.

Duties/Responsibilities:

- Leverage product marketing practices in the development of Podium, including its overall strategy and objectives, communications plan, go-to-market strategy and ongoing optimization
- Lead the day-to-day management of Podium, including managing timelines, writing briefs, drafting copy, developing campaigns, executing training, coordinating project meetings, managing budgets, executive approvals, measurement and reporting
- Develop communications objectives, draft content, and execute communications via presentation, email, intranet, web, social channels or other

- Develop strong working relationships in order to leverage specialist resources, cross-functional teams and external partners as required
- Utilize strong analytical ability to evaluate customer experience across multiple channels and audience groups
- Evolve and iterate Podium content and strategy in order to drive rennie's business goals and measures to ensure our efforts are generating strong ROI and making a measurable impact
- Implement marketing activities that can be applied to multiple situations to maximize scalability, effectiveness and dollar expenditures; draws from and builds upon existing successful marketing activities
- Stay informed of market competition and areas of strengths, weaknesses and differentiation
- Identify and evaluate new technologies and web analytics tools to improve performance
- Contribute to building a positive team environment and build enthusiasm from team around group goals and objectives
- Lead other projects and support in other work as required

Desired Skills/Experience:

- Bachelor's degree (B.A./B.S.) in marketing, communications or related field
- 8+ years related experience in marketing, product marketing, brand management or communications
- Commitment to excellence and high standards
- Demonstrated ability to plan and organize projects
- Excellent written and oral communication skills
- Ability to manage priorities and workflow
- Acute attention to detail
- Proven ability to handle multiple projects and meet deadlines
- Ability to deal effectively with a variety of individuals at all organizational levels.
- Creative, flexible, and innovative team player
- Ability to take initiative, work independently, and as a member of various teams
- Versatility and a willingness to work within constantly changing priorities with enthusiasm
- Good judgement with the ability to make timely and sound decisions
- Can work under pressure while maintaining a good sense of humour

Competencies:

- **Leadership** – Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
- **Strategic Thinking** – Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

- **Innovation** – Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Project Management** – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- **Teamwork** – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Initiative** – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Please note: This is a Vancouver-based office position.

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>

