

Position: Specialist, CRM Marketing

Reports to: Director, Brand

Job Type: Permanent 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.

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 Specialist, CRM Marketing will be responsible for leveraging the rennie CRM, to develop and execute comprehensive digital sales and marketing strategies.

Duties/Responsibilities:

- Maximize the efficiency of our CRM and how we use it to create thoughtful engagement
- Working with the tech and intelligence teams, customize, pull, analyze and maintain marketing reports from the CRM to determine customer trends and actionable insights
- Develop a CRM segmentation, targeting and engagement strategy to drive traffic, secure conversions, increase brand awareness and build relationships
- Plan, develop and implement strategies for targeted marketing campaigns
- Own the communications strategy for customer segments
- Develop communications objectives, draft content, and work with email automation software to build email lists, create, send and track emails, newsletters and more
- Track and analyze campaign results
- Collaborate with cross-functional partners in their analysis of CRM data and development of targeted marketing strategies

- Train cross-functional partners in the strategic development, execution and analysis of CRM marketing strategies
- Research, establish and optimize best practices
- Establish and maintain scalable processes
- Stay up to date with marketing technology and automation trends, tools and best practices

Desired Skills/Experience:

- Undergraduate degree or diploma in marketing, business, or a related field or equivalent
- 5+ years related experience
- Thorough understanding and demonstrated experience with marketing automation and CRM platforms, including Salesforce, Pardot, MailChimp
- Digital marketing expertise, including campaign strategy, execution and evaluation
- Strong analytical, critical thinking and problem-solving skills
- Excellent written and oral communication skills
- Commitment to excellence and high standards
- Ability to take initiative, work independently, and as a member of various teams
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Proven ability to handle multiple projects and meet deadlines
- Ability to deal effectively with a diversity of individuals at all organizational levels
- Good judgement with the ability to make timely and sound decisions
- Can work under pressure while maintaining a good sense of humour

Compensation and Benefits:

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

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>