

**Position: Specialist, Content Marketing**

Reports to: Marketing Manager, 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**

Lead and execute content creation, developing creative and effective storytelling that drives targeted traffic, increases conversion, creates brand awareness and supports the organization's objectives.

**Duties and Responsibilities:**

- Using writing, storytelling and strategizing skills, create and deliver strong, engaging content that resonates with our various audiences.
- Collaborate with key team members and business areas to develop content strategy, put it into action, monitor and optimize results
- Lead complex content projects and initiatives, managing timelines and deliverables
- Research and define target audiences and their journey
- Understand and advocate corporate brand voice
- Ensure that SEO and SMO strategies are effectively implemented
- Create and manage an omni channel content calendar
- Digital content creation (blog posts, social media captions, website copy, email campaigns)
- Campaign content (project copy, headlines, taglines, multi-page marketing collateral)



- Corporate writing (briefs, press releases, emails, bios)
- Create and deliver effective digital content that meets corporate standards and guidelines
- Be a champion for content best practices and train team members as needed
- Maintains awareness of emerging digital content strategy trends, tools and technologies to ensure that content is relevant and appealing
- Contribute to building a positive team environment and build enthusiasm from team around group goals and objectives

**Qualifications:**

- Bachelor's degree (BA) or equivalent
- 5+ years related experience
- A portfolio of published work
- Expert storyteller
- Highly creative
- Acute attention to detail
- Possess excellent knowledge of consumer and content trends
- Strong copywriting skills (engaging, accurate, professional, adaptable)
- Optimize writing based on SEO and analytics
- Fundamental understanding of Google Analytics
- Demonstrated ability to plan and prioritize
- Can work in a fast-paced environment
- Proven ability to handle multiple projects and meet deadlines
- Exceptional verbal and written communication skills
- Fantastic researcher, researching only the most credible sources and know how to quickly locate & distill the most useful/relevant information
- Self-motivated & results-driven attitude
- MS Office & Google G Suite skills
- Knowledge of website content management systems
- Knowledge of online measurement strategies, tools and technologies
- Knowledge of social media best practices for copy writing

**Compensation and Benefits:**

- Competitive salary based on experience
- Extended healthcare benefits
- Eligibility for participation in our extensive bonus program based on performance

**How to Apply:** Are you interested in working for an industry leader alongside an amazing team? Please send resumes / inquiries to [careers@rennie.com](mailto:careers@rennie.com) indicating 'Specialist, Content Marketing' in the subject line of your email. We thank all candidates for their interest, however, only select individuals will be contacted.

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

