

## Marketing Specialist, Content

Reporting to the Director of Marketing & Sales, the Marketing Specialist, Content, will be responsible to coordinate project marketing, write, produce and promote creative and engaging content through superior written and verbal communication skills.

### Responsibilities

- Support Marketing Director in managing project marketing and delivery in all aspects of a new development launch.
- Develop and continuously review critical paths for all aspects of execution of the project.
- Manage project timelines, budgets and processes
- Create progress reports and anticipate upcoming project needs
- Coordinate and implement print, email and digital marketing campaigns
- Develop a content strategy that supports and extends marketing initiative, and translates into a better user experience
- Manage our project social media channels and blogs to drive leads, subscribers and awareness for our projects
- Organize advertising with media partners, developing ad copy, and trafficking of ads.
- Create headlines, slogans, catchphrases and body copy for print, web, social media advertising and other marketing collaterals
- Conduct market research & analysis
- Liaise with creative companies to create marketing materials – develop from a vision and work through to completion and delivery
- Strategize and execute on marketing and sales elements of presentation centres, support marketing & sales systems as required
- Support in the organizing of promotional events and traditional or digital campaigns
- Assist with business development by preparing presentations and proposals; researching material for reports and presentations

## Education and Work Experience

- This role requires a high level of copywriting, creativity and project management skills as well as strong experience in using social media effectively for business. Previous working experience in marketing, communications for real estate industry is preferred. Strong writing and web research skills, excellent communication and interpersonal skills.
- Bachelor's degree or diploma requiring 3-4 years of full-time study or equivalent, in marketing, communication, journalism and/or related fields.
- Minimum 3-5 years of job-related experience in content management, journalism, interactive marketing, social media or related field, prefer in the real estate industry.
- Minimum 1-2 years of job-related experience in leading or coordinating social media for business use.

We thank all applicants for their interest in a career with the Holborn Group, however, only those identified for further consideration will be contacted. Please forward your resume to [careers@holborn.ca](mailto:careers@holborn.ca).