



Content Coordinator, Marketing & Sales

Holborn is seeking a Content Coordinator to join their Marketing & Sales team. Reporting to the Manager of Marketing & Communications, the Content Coordinator will play an active role in crafting exceptional content and marketing campaigns for Holborn's diverse portfolio of masterplan communities and real estate developments. While this role covers a broad range of marketing tasks that require working knowledge of multiple creative platforms, we also believe in empowering people to play to their strengths. This is an amazing opportunity for the right candidate to hone their marketing skills and flex their creative abilities on a team that champions an "always-learning" hands-on approach to professional development.

Key Responsibilities:

- Coordinate gathering and packaging of project-related information for external distribution, ensuring all materials align with corporate guidelines and/or project branding
- Own all aspects of social media optimization, content and engagement across multiple platforms including: organic posting, maintaining content calendars, and community management (monitor, moderate and responding to audiences)
- Coordinate communications via Spark.RE (CRM) including designing email campaigns, responding to general project inquiries, and scheduling follow-up outreach for sales leads
- Support with copywriting, content gathering and design of various marketing materials including: brochures, digital ads, press releases, owner manuals, presentation decks, proposals, creative briefs etc.
- Assist with responding to general design requests such as updating site maps and price lists, and sales/leasing brochures
- Provide general support to the marketing and sales team including assisting with day-to-day administrative duties, market research and reporting, event coordination, and other duties as required

Successful Applicants should meet the following criteria:

- Bachelor's degree or diploma/certificate in marketing, or related field; alternative credentials combined with professional experience in relevant fields will be considered
- Minimum 2-3 years professional experience in B2C marketing, communications or relevant field; previous real estate industry experience not required though considered an asset
- Must have exceptional writing skills and be able to present ideas clearly, effectively and in a compelling manner;
- Highly organized with strong time management skills and flexibility when multi-tasking and prioritizing workflows;
- Positive solutions-seeking attitude with proven ability to work both independently and collaboratively with multi-disciplinary teams;
- Strong understanding of social media platforms, content management and audience analytics
- Basic working knowledge of Adobe Creative Cloud applications, including Photoshop, InDesign and Illustrator required

Benefits:

- Extended health care, Dental & Vision care
- Wellness program, Fitness subsidy
- Paid time off
- RRSP matching
- Flexible hybrid work arrangements available

We believe in creating a diverse, and inclusive space for our team and community, applicants from all backgrounds are welcome to apply. Please forward your resume to careers@holborn.ca. We thank all applicants for their interest in a career with the Holborn Group; however, only those identified for further consideration will be contacted.