

## MARKETING MANAGER

**Organization:** WHITNEY & Company Realty Limited, Brokerage  
**Position Title:** Marketing Manager  
**Reports to:** Director of Operations  
**Location:** Waterloo, Ontario – In office position, not remote

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### **THE OPPORTUNITY**

Reinforcing WHITNEY's brand, vision, mission and values, the Marketing Manager is accountable for driving the **marketing strategy** and **execution of marketing materials** at WHITNEY & Company.

Reporting to the Director of Operations, the Marketing Manager is responsible for leading, planning, creating, directing, and budgeting activities related to marketing, sales and customer experience.

Analyze and develop metrics to reach a targeted audience, standardize processes, oversee the creation and implementation of marketing campaigns, and ultimately, help the WHITNEY Agents increase their sales revenue.

### **WHY WHITNEY & COMPANY?**

Here at WHITNEY we believe in people development, by positioning our employees for growth. We want to help you enhance, highlight and expand upon what you already do best! We offer flexibility and encourage employees to pursue personal hobbies and interests to achieve a healthy work-life balance.

You will have the opportunity to work with a dynamic team of people that are running at "Mach 5" most of the time! We are a strong team that works hard. When not running so quickly, we are very social creatures and love to get together and celebrate the team environment that is WHITNEY & Company.

### **WHAT WE'RE LOOKING FOR**

We are looking for a highly motivated, friendly, and creative thinking individual to be our next Marketing Manager. We need someone with a passion for marketing and real estate to join our team.

As a renowned leader in the Commercial Real Estate Market in Waterloo Region, we pride ourselves on a work environment that values RESPECT, INNOVATION, TEAM-WORK & EXCELLENCE. In order to be successful in this role, you will complement our key values with a strong entrepreneurial spirit that has the ability to generate and share ideas in a manner that, ideally, will lead to some of the best marketing our industry has ever seen.

***(For more information on WHITNEY & Company, please visit our website: [www.whitneyre.com](http://www.whitneyre.com))***

**KEY RESPONSIBILITIES**

- Plan, design and execute all marketing programs (print, digital, social, website)
- Create a wide variety of marketing material including brochures, maps, demographic reports, proposal graphics, new business pitches, infographics, invitations, post cards, internal communications, etc.
- Manage the distribution of marketing collateral to internal/external parties and prospects
- Develop and execute brand, property marketing and social media strategy for team projects
- Manage the day-to-day marketing operations of the team and its client projects
- Organize the preparation and production of customized, client specific property information packages in response to Requests for Information (RFIs) and Requests for Proposals (RFPs)
- Company website management (WordPress) and client landing pages
- Assist with planning external client and industry events for team
- Other duties as assigned

**THE IDEAL CANDIDATE**

*The ideal candidate will possess the following knowledge, experience, skills and attributes:*

**Required Education & Skills:**

- 3 to 5 years of marketing experience, ideally in the real estate industry
- 5+ years' experience with Adobe Creative Cloud (InDesign, Illustrator, Photoshop)
- 2+ years' experience with WordPress (corporate website, landing pages)
- Degree and/or Certificate in Marketing or Communications
- Strong understanding of digital and print advertising platforms
- Capacity to write and generate content with strong editing and proofreading skills
- Advanced communication skills (written and verbal)
- Strong attention to detail and a self-starter
- Hands on experience with Microsoft Office Suite (Word, Excel, PowerPoint)
- Hands on experience with social media (LinkedIn, Instagram)
- Email platform experience in Constant Contact or similar

**Professional Experience:**

- Demonstrated success in leading small sized teams, ideally in the functional areas of sales, marketing, business development, and customer service
- Experience in marketing management positions, ideally gained in the real estate sector serving multiple market segments
- Foundational knowledge of the real estate market and how it functions, complemented by an understanding of a real estate consumer's mindset and buying process
- Experience with relevant technology applications and social media tools
- Previous experience managing complex projects that run simultaneously

**Personal Attributes:**

- Demonstrated problem solving abilities
- Analytical with a solid business acumen
- Strong communicator and relationship builder
- Professional, motivated, outgoing and enthusiastic
- Highly collaborative; works well cross-functionally
- High ethical standards
- Desire for continual improvement in all aspects of their career
- Resides in the Tri-Cities area
- Can call on a sense of humour

Due to the COVID-19 pandemic, WHITNEY & Company Realty employees are required to be fully vaccinated to attend the workplace. As a condition of commencing any role, you will be required to self-report your vaccination status and provide verifying documentation. Should you require medical or religious accommodation related to vaccination please discuss with the Director of Operations.

**If you think you could be a fit with our culture and would like the opportunity to take this role to the next level, we would love the opportunity to interview you!**

**CONTACT INFORMATION**

Please forward a confidential expression of interest (cover letter and resume) or any questions regarding this opportunity to:

**Alisha Morel**

***Director of Operations***

*WHITNEY & Company Realty Limited, Brokerage*

**Email:** [alisha.morel@whitneyre.com](mailto:alisha.morel@whitneyre.com)

**Phone:** 519-746-6300 ext. 250

*WHITNEY & Company Realty Limited is an Equal Opportunity Employer and is committed to working with and providing reasonable accommodations to individuals with disabilities. If you need a reasonable accommodation because of a disability for any part of the employment process – including the on-line application and/or overall selection process – you may email us at [info@whitneyre.com](mailto:info@whitneyre.com).*