

Sales & Marketing Manager

Department: Projects Date: January 15, 2020
Division: Sales & Marketing Reference No. BC-PRJSMM-200101
Position Type: Full-time
Location: Surrey, BC

Position Profile

People like you. You have an inherent ability to make people feel comfortable and welcomed. You are a seasoned real estate sales professional who wants to work with a group of creative, driven, funny and entrepreneurial people. You understand the difference between selling a house and helping someone find a home.



Duties & Responsibilities Marketing:

- Develop and manage project envisioning, positioning, branding through to production and installation of sales environments and marketing collateral
- Prepare and oversee the marketing and advertising budgets for each project
- Collaborate with interior design on display suites and presentation centres
- Overall strategic planning and execution of marketing activities for multiple-residential developments
- Working directly with consultants, suppliers, vendors, and internal staff in management of:
 - Creative development, including (but not limited to):
 - Branding of new projects
 - Brochure design
 - Direct mail design and planning
 - Advertising
 - Media planning, buying and administration
 - Sales centre design
 - Website – placement and layout of website pages
 - Application/Framework design as needed
 - Routine daily maintenance of existing sites and applications
 - Copywriting, proof-reading, and layout of copy
 - Digital renderings, floorplans and other marketing assets
- Event planning for an array of functions and community events
- Communications with customers through CRM, including mail and email campaigns



- Monitor CRM system to gauge effectiveness of marketing campaigns
- Managing project budgets and timelines
- Competitive estimating on all jobs
- Assisting at all project launches

Sales:

- Maintain and improve upon existing sales systems and processes
- Produce revenue models, pricing strategies and inventory management for all projects
- Build all sales compensation plans for sales and marketing team members
- Hire, train and manage sales team in each market IOM is active in
- Prepare and review all legal documents as they relate to sales efforts
- Manage and oversee the sales administration of each project and ensure IOM is compliant with all regulations and legal aspects required by a real estate developer
- Manage and oversee the IOM Customer Care department

Research & Development:

- Provide input on product type and project positioning based on market conditions and market intel
- Identify opportunities to help bring unique product type to the market
- Collaborate with IOM senior teams to develop a vision for each new community
- Provide input on design elements, floor plans and architectural features for each new project
- Develop sales and marketing strategies as they relate to individual projects and the IOM corporate brand
- Up to date market knowledge including competitive analysis of all projects within markets IOM is active in
- Regular reporting on marketing campaigns, sales activities and market activity
- Strong research abilities and knowledge of the market
- Must be able to demonstrate day to day leadership and management skills
- Keen eye for detail and affinity for design, marketing, sales and development
- Strong industry contacts including agencies, realtors, brokerages
- Participation in department brainstorming and idea generation sessions

Qualifications

You are:

- Exceptionally good at prioritizing, time managing, and multi-tasking
- Highly self-motivated and detail-oriented
- Able to excel under pressure, and can handle sudden changes in plans
- Positive and upbeat in your general demeanor
- An excellent communicator, with both internal stakeholders and external parties
- Resourceful in problem-solving situations
- Decidedly trustworthy and accountable

You have:

- Experience working in real estate project marketing
- Superior writing and editing skills
- An ability to provide insight and strategic recommendations to achieve project objectives
- Strong computer skills: a high proficiency in MS Office (Word, Excel, PowerPoint and Outlook) is essential
- A solid understanding of digital initiatives, including web application development processes, the benefits of SEO, and Google products including Analytics, AdWords, and Webmaster Tools
- Experience with CRM software is an asset
- A valid driver's license and a vehicle, to facilitate visits to and from IOM's different sites
- Should have strong communication, negotiation and presentation skills
- Must be able to work well under pressure and meet deadlines
- Be the face of IOM and represent the company with integrity
- Be able to work with little supervision
- Have fun and love you what you do!



About IOM

We are Isle of Mann—a vertically integrated group of real estate professionals committed to community growth and business success through disciplined investment and mindful development. Integrity, humility and respect are at the core of who we are.

Our Projects department utilize internal expertise in locating sites that naturally lend to the nuances of quality home living and economic development. Through thoughtful construction practices and a diligent quality control protocol, the vision is executed with competence and care. The seamless integration of our projects within their environments, and the vibrant communities that result, are the hallmark of any Isle of Mann development.

Working at IOM

We are a family—and like family, we support one another and take pride in each other's success. But also like a family we have high expectations of each other. We work toward ambitious goals that demand top performance at all times—then we strive to do better.

We recognize that talented people want to create and make an impact. To this end, we invest wholeheartedly in the entrepreneurial strength of our team by supplying the tools, training and unfettered access to senior leadership for support and mentorship. As a result, IOM employees are largely self-sufficient, quick learners who can hit the ground running.

We work in cross-functional teams that are driven by results. We check our egos at the door and rely on direct communication. We are casual and approachable, but always professional. We take pride in our work by executing with competence and care. We are passionate about what we do and live for a challenge.

Please submit resume and cover letter to Careers@IOMPropertyGroup.com with the title of the position in the subject line.

Please, no unsolicited resumes or phone inquiries from agencies. View our [Policy on Unsolicited Resumes on our website](#).

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

Isle of Mann is an equal opportunity employer.