



Position Description

Marketing Coordinator

Position Summary and Objectives

The Marketing Coordinator reports to the Manager, Leasing and Marketing. This position is ideal for a candidate who thrives in a fast-paced environment and enjoys working in an entrepreneurial, team environment. The primary responsibility of this role is the marketing of Crown's portfolio of commercial properties located in the Greater Toronto Area. Crown is looking for someone unique, who isn't afraid to offer ideas and help grow the creativity and first class marketing that Crown creates. The Marketing Coordinator is responsible for marketing and administrative functions within the Leasing and Marketing team. The role is also accountable for graphic design, digital and social marketing, corporate branding and communications to achieve Crown's corporate objectives.

Responsibilities

- Assisting in the execution of marketing plan for Crown on a corporate level and supporting marketing plans for Crown's properties
- Designing and updating various print marketing collateral including property brochures, handouts, large-scale signage, in-suite merchandizing as well as corporate business development pieces
- Assisting in the consistent branding of materials across properties with respect to property/leasing signage, pylons, websites, social media and other collateral
- Creating and executing social media posts and contributing to social media calendar
- Copywriting of press releases, corporate blog posts and marketing updates on websites, social media channels and in industry publications
- Updating MLS documents and ensuring Crown listings are up to date on industry listing services
- Coordinating and executing corporate events, sourcing and distributing promotional materials and client giveaways
- Working with Marketing Manager to input data into internal leasing system (VTS)
- Designing and distributing tailored leasing proposals including renderings, e-blasts, space availability communications and targeted broker mailings. Managing corporate email, mail and social media distribution lists.
- Sourcing and evaluating sponsorship and advertising opportunities
- Other tasks as required in the marketing of Crown's office space and to assist the Manager, Leasing and Marketing in their role.



Qualifications

Education

- College or University degree, in Graphic Design and/or Marketing/Communications

Job Requirements

- Minimum 2 years of graphic design or marketing experience, preferably in real estate industry
- Graduate from college or university in a program relating to graphic design or marketing/communications
- Proficient in Adobe Creative Suite (InDesign, Illustrator and Photoshop).
- Demonstrable graphic design skills with a strong portfolio
- Up-to-date with the latest design and Web trends, techniques and technologies
- The ability to multi-task and prioritize under pressure
- Superior verbal and written communication skills with attention to detail
- Works well in a team environment with positive and professional attitude
- Understand web design and be able to create and host microsites

Personal Competencies

- Proactively assesses, responds to workflow deficiency, adheres to Crown's policy
- Goes the "extra mile" to create new opportunities to elevate Crown's marketing
- Flexibility to changing work conditions including interruptions and multi-tasking ability
- Behaves and makes decisions that support Crown's goals and objectives
- Conducts business consistent with sustainability
- Strong written and verbal communication skills
- Ability to work independently and under pressure, including dealing with deadlines
- Demonstrates integrity in decision making, listening, treatment of others
- Mentors and develops others - self confidence
- Strong willingness to learn new real estate and/or related software programs
- Supports teamwork environment with positive and professional attitude
- Focuses on results: anticipates problems, identifies solutions, takes action

Crown is committed to accommodating employees with disabilities throughout their employment with Crown in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation, please let us know.

To apply for this position, please email your cover letter along with your resume to careers@crp-cpmi.com with Marketing Coordinator in the subject line. Only applicants that are being considered for this position will be contacted.