

**Job Title:** Marketing Coordinator  
**Location:** Royal Bay, Victoria, BC  
**Salary Range:** \$70,000 - \$80,000  
**Bonus Program:** 10%  
**Reports to:** Director, Marketing

**PURPOSE OF THE ROLE:**

PCRE Group is seeking a motivated and innovative Marketing Coordinator to join our team. Reporting to the Director, Marketing, this role is essential to the successful execution of our marketing, branding, and communications strategy, particularly within the reputable master-planned community, Royal Bay. As part of our team, you will help elevate the PCRE brand while playing a key role in project marketing, community engagement and corporate communications.

This role is ideal for a dynamic individual with a vibrant personality who thrives in a fast-paced, multifaceted environment. You will have the opportunity to immerse yourself in a variety of projects across BC, contributing to PCRE Group's continued growth and success in real estate.

**KEY RESPONSIBILITIES:**

Corporate Marketing & Branding:

- Assist in the development and execution of comprehensive marketing plans and strategies that align with PCRE Group's business objectives.
- Manage marketing budgets to ensure cost-effective use of resources while maximizing ROI.
- Support corporate branding efforts through consistent and impactful messaging across all platforms.

Project Marketing

- Work closely with agency partners to develop creative materials that align with the project's branding and resonate with the target audience.
- Collaborate with media partners to design and execute advertising strategies across multiple channels, optimizing reach and engagement.

- Monitor and analyze marketing campaign performance, providing insights and recommendations for optimization.
- Partner with website developers to create intuitive wireframes and manage content that highlights the development's key features and lifestyle offerings.
- Coordinate photography and videography, ensuring detailed shot lists and storyboards capture the project's essence.
- Plan and execute launch events to generate excitement and attract potential buyers, realtors, and media.
- Build and maintain strong relationships with realtors, providing them with the tools and information needed to market and sell our products.
- Draft and send targeted e-blasts to different audience segments, including potential buyers, realtors, and investors.
- Coordinate interior styling for show homes and presentation centers that align seamlessly with the target buyer profiles.
- Work closely with the Sales team to deliver relevant content and marketing assets.

#### Community Engagement & Event Coordination:

- Plan, coordinate, and execute community events that strengthen PCRE Group's connection to the Royal Bay community.
- Foster positive relationships with community partners, and key stakeholders to enhance brand loyalty and community involvement.
- Serve as a liaison between PCRE Group and the public, ensuring effective communication and relationship management.

#### Corporate Communications & Content Creation:

- Develop and manage creative marketing materials, including promotional items, digital content, and print collateral, to effectively represent PCRE Group and Royal Bay.
- Oversee social media strategy, creating engaging content that resonates with target audiences and drives engagement.
- Maintain and update the company website, ensuring content is current, relevant, and aligned with corporate branding.
- Craft clear and compelling corporate communications for both internal and external audiences.

#### Administrative Support & Coordination:

- Provide administrative support for the marketing department, ensuring smooth operations and timely completion of tasks.
- Assist in the preparation of reports, presentations, and other marketing-related documents as needed.

#### **QUALIFICATIONS & SKILLS:**

- 3-5 years of experience in a professional marketing or communications role, with a preference for candidates with real estate experience.
- A Post-Secondary Degree in Marketing, Communications, or a related field, or an equivalent combination of education and experience.
- Strong written and verbal communication skills, with an exceptional ability to convey complex ideas clearly and effectively.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and experience with social media management tools and web content management systems.
- Excellent attention to detail, with strong proofreading skills and a keen eye for design.
- Proven ability to collaborate and lead across diverse teams, demonstrating tact, professionalism, and strong negotiation skills.
- Exceptional project management and time management skills, with a demonstrated ability to deliver results in a fast-paced environment.
- Adaptability and flexibility in response to changing priorities and business needs.
- A positive attitude, strong work ethic, and a commitment to continuous learning and development.
- Graphic design skills are an asset.

#### WORKING CONDITIONS:

- Based out of our office in the master-planned community of Royal Bay, Victoria, BC.
- Primarily office-based, with occasional visits to residential properties, commercial development sites and Vancouver Corporate Office.
- Exposure to active construction sites, including dust and noise, as needed.
- This position may involve carrying and lifting materials.

## **WHY WORK WITH PCRE GROUP?**

At PCRE Group, we believe that work should be more than just a job—it's a passion project. Here's what you can expect when you join our team:

### PCRE Culture:

- **Passionate Pursuits:** Enter a workplace where your contributions are part of something bigger, a mission that matters.
- **Inclusive Environment:** Step into a welcoming community that celebrates diversity and respects everyone's unique journey.
- **Growth Opportunities:** Elevate your skills and expand your horizons with continuous personal and professional development.
- **Work-Life Harmony:** Strike the perfect balance with flexible arrangements that accommodate your lifestyle.
- **Success Celebration:** Raise a toast to milestones, big or small, because every achievement is worth commemorating.

### Perks That Impress:

- **Generous Vacation:** Recharge with three weeks of vacation plus a festive week off at Christmas.
- **Competitive Compensation:** Enjoy excellent pay packages, including an annual performance bonus.
- **Comprehensive Benefits:** Rest easy knowing your health and wellness are covered with our group benefits and insurance plans.
- **Fitness Allowance:** Invest in your well-being with a monthly fitness allowance to support your health goals.
- **Professional Support:** Receive assistance with professional designations and memberships to propel your career forward.
- **Flexibility at Its Finest:** Work remotely once a week and take time off for essential events without hesitation.
- **Team Building:** Bond with your colleagues at PCRE's quarterly events designed for camaraderie and connection.
- **Fully Stocked Kitchen:** Stay fueled and refreshed throughout the day with an array of snacks and beverages.