

Marketing Associate



Benefits

- Performance Based Bonus Eligibility
- Comprehensive Extended, Health & Dental Benefits
- RRSP Plan
- Monthly Transit Pass - 100% Reimbursement
- Employee Health & Wellness Incentive Program
\$300.00 Annual Reimbursement
- Education Reimbursement Program
- Flexible Work Schedules
- Employee Discount Program – 10% off Southwest Properties Lease
- Resident Referral Program – Cash Incentives
- Service Awards
- Social Staff Events
- Home Computer Antivirus Incentive Program
\$50.00 Annual Reimbursement
- Charitable Donation Matching Program - \$1000.00 Annually + 1 Day off to Volunteer

Working at Southwest

Named as one of Canada's Best Managed Companies and Most Admired Corporate Cultures in Canada, Southwest has developed, constructed, owned, and operated world-class properties for over 50 years. A leading developer of residential and commercial property and one of the largest privately held owner of multi-family residential buildings in the Halifax region, Southwest's brand of quality and community involvement has made a major impact on the Atlantic Canadian real estate market. Southwest believes in going beyond the necessary to create inspiring environments by providing the best places to live, shop, work, and play, creating lasting relationships with employees, customers, and partners. At Southwest, we are always seeking the best and brightest stars in their field. From front line staff to senior management, we choose to employ the best in the industry!

We are currently seeking an outstanding individual to fill the position of **Marketing Associate**.

Job

We are looking for a **Marketing Associate** who is passionate about marketing & communications. This position contributes to the planning, development and implementation of initiatives, and overall marketing strategy. This position is your opportunity to create compelling materials, stories, and conversations across mediums including digital, visual, video, and print. If you're creative, with strengths in marketing, communications, writing and teamwork - we want to hear from you!

Duties and Responsibilities

This role will lead the content strategy under the guidance and supervision of the **Vice President of Marketing & Communications**.

In this position you will:

- Contribute to the planning and implementation of all marketing initiatives.
- Develop, own, and execute the content strategy for Southwest Properties.
- Assist with internal and external communications including planning, creation, and implementation.
- Write, design, and execute blog and e-communications notices.
- Gather content & news from corporate departments, new developments, and residential & commercial properties for placement in online blogs, media releases, and notices.
- Develop, manage, and execute retail & property events.
- Collaborate with cross-functional teams to produce marketing materials.
- Implement the social media plan to increase brand awareness and boost consumer engagement.
- Manage content creation and update company websites, blogs/vlogs, social channels, and marketing materials.
- Manage social platform scheduling and analytic reporting (ie Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Develop and monitor content marketing strategy for organic and paid social.
- Foster awareness and engagement across all channels.
- Shoot photography and video throughout the residential and commercial portfolio.
- Conduct personal interviews within the residential and commercial portfolio to create a bank of content.
- Perform digital editing, design and cataloging for all marketing assets, graphic content, and material.
- Maintain consistency and ensure alignment with brand standards.
- Research and monitor industry news and marketplace trends.
- Foster and develop corporate business alliances and partnerships.

Position Details

Hours of Work: Full-time day hours Monday to Friday. Flexible working arrangements available subject to request and approval.

Work Location: 1475 Lower Water Street, Suite 100 – Southwest Properties Office

Position Requirements: Criminal Records Check Completion

Training & Experience

Knowledge and Skills Required:

- Strong attention to detail with quality output
 - Entrepreneurial self-starter who adapts well to changing environments and market trends
 - Experience with social media strategy and design fundamentals
 - Proficient computer and software design skills in Adobe Creative Suite (InDesign, Illustrator, Photoshop) Microsoft Office (Word, Outlook, PowerPoint, and Excel).
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- Experience with Hubspot, Rent Cafe, and Matterport is considered an asset.
- Exceptional written, oral, presentation and communications skills
- Excels in performing with tact and professionalism
- High level of creativity, integrity, and dependability
- Experience copy editing
- Exceptional customer service and interpersonal skills
- Proven ability to plan, organize, and prioritize work
- Proficient with MAC OS
- Motivated by continuous learning and taking on new challenges.

Education: Degree, Certification or Training in Business, Marketing, PR / Communications or Design is considered an asset.

Commitment to DE&I

Southwest Properties is committed to attracting and retaining a diverse team, who values your experiences, perspectives, and unique identity. We are committed to creating and maintaining an environment that is inclusive, equitable, and welcoming.

How to Apply

If you are interested in this exciting opportunity, please forward your resume and cover letter to our Human Resources Team: Southwest Properties Limited, 1475 Lower Water Street, Suite 100 Halifax NS, B3J 3Z2. resume@southwest.ca
Thank you for your interest in Southwest Properties. Only those chosen for an interview will be contacted.

We are a team of individuals who get joy from bringing joy to others.