



Fairwinds is an established, master planned residential community anchored by the Fairwinds Golf Course, Marina and Wellness Centre. This community currently has over 700 existing homesites with approvals in place for an additional 2,000+ homes over 750 acres. Construction of two new phases of development within Fairwinds is now underway, with multiple additional phases to follow. Visit www.fairwinds.ca for more information.

Marketing & Communications Manager (full time, permanent)

Fairwinds, which is located in Nanoose Bay (20 minutes north of Nanaimo), is looking for a Marketing & Communications Manager with a passion for real estate. The Marketing & Communications Manager will be focused on developing and managing project marketing & communication campaigns, focused primarily on real estate development marketing though also involved in the marketing for the golf course, marina and wellness centre. The Marketing & Communications Manager will be responsible for all aspects of project marketing, from the creative/theme and positioning process to execution and implementation. This is a fantastic opportunity for a hard-working and talented individual looking for a challenging and rewarding career with a highly respected, dynamic organization.

Primary Responsibility:

- Develop and manage project marketing campaigns from strategy, theme, positioning and creative branding
- Create dynamic and unique integrated marketing campaigns that are specific to the real estate development or operating asset
- Manage all project marketing collateral, from concept through to completion
- Development and execution of communications strategy using Salesforce CRM, from lead generation through homeowner occupancy
- Development and maintenance of project marketing budgets
- Vendor selection, budgeting, and management of all project marketing deliverables
- Review and preparation of marketing and sales reports, as required
- Manage the planning, strategy, execution and evaluation of all advertising campaigns
- Event planning for community launches and special events

Position Requirements:

The successful candidate must be a highly organized, detailed oriented self-starter with a passion for real estate and an eye for brand.

Desired Skills & Experience:

- Post-secondary education in a discipline relevant to marketing or communications
- Strong computer skills and an excellent knowledge of MS Office programs; basic graphic design skills are also preferred but not required
- Knowledge and experience in Salesforce CRM is preferred but not required
- 5+ years' experience in a similar position within real estate or related industry is preferred
- Excellent communications skills
- Demonstrated qualities such as: hard working, highly motivated, detail oriented, self-starter with the ability to manage time without a lot of supervision, perseverant, a love of learning and developing new skills, quick learner and highly organized.

How to Apply:

Please forward a one-page application to info@fairwinds.ca quoting 'Marketing & Communications Manager' in the subject line. We thank all applicants for their interest however only those selected for an interview will be contacted. No phone calls or personnel agencies please.
