



Since 1988, [Wallmark Custom Homes](#) has built over 700 homes in and around Vancouver – and – the best team in the business. We are now seeking a **full-time Marketing Coordinator** to enhance our team.

We are a privately owned custom home builder with over 2 decades of experience building custom and multi-family homes throughout Greater Vancouver. We offer a challenging environment to develop your career, with internal growth and training opportunities.

[Position: Marketing Manager or Coordinator](#)

[Reporting to: Director of Custom Homes, Sales and Marketing](#)

### [The Role:](#)

As Marketing Manager, you'll be responsible for developing and implementing strategic initiatives that drive prospect acquisition and customer engagement. Being the first line of contact for potential customers, you'll put a face and voice to the Wallmark brand. You will also coordinate projects that span branding, content creation, advertising and customer relations. Your responsibilities will include:

- Coordinating marketing campaigns from inception to completion, working with our creative and digital marketing agencies and other vendors, to come up with marketing collateral, track conversions and determine budget.
- Qualifying and following up with incoming prospects over the phone and email, then documenting all interactions in our CRM system (Lasso)
- Updating and maintaining all e-marketing efforts, including our website, blog, social media profiles, and email campaigns.
- Monitoring all on-going jobs, ensuring we have documented each building milestone and that signage is effectively displayed.
- Coordinating the marketing elements of new home completions. This includes organizing gifts, warranty documentation and photography.
- Participating in regularly scheduled construction meetings.

### [You are:](#)

- Skilled at planning, organizing, prioritizing and executing simultaneous projects and activities. You can keep complicated projects moving forward and foresee potential pitfalls. Basically, you know how to get things done.
- An exceptional written and verbal communicator. You are as comfortable writing a blog post on the intricacies of home building as you are introducing to potential clients to the Wallmark brand.
- A self-starter. You work proactively to find new marketing opportunities and can work independently on a project from start to finish.



- A team player. From photographing new jobs on the go to coordinating marketing campaigns to data entry - no job is too big or too small. If it keeps the office running smoothly, you'll get it done.

#### Qualifications:

- A Post-secondary degree or equivalent in marketing is a plus, but not required
- Advanced proficiency in Microsoft Office Suite (Word, Excel, PowerPoint),
- Familiar with e-marketing for social media (Facebook, Twitter, Instagram, Pinterest)
- Familiarity with the BC construction or real estate industry an asset
- Experience with digital photography and DSLR camera operation an asset
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) would be an asset
- Valid driver's license and occasional access to vehicle an asset

#### Perks:

- Competitive compensation, salary based on experience
- Benefits package offered after probation period
- Training and outside education offered

To apply, please submit your resume and cover letter to [bradc@wallmark.ca](mailto:bradc@wallmark.ca) . Thank you to all applicants, only qualified candidates will be contacted.