

POSITION: DIRECTOR, SALES & MARKETING

Reports to

President

Location

Head Office, 85 Renfrew Drive, Markham, Ontario

Type of Position

Full-time Permanent

Who We Are?

At Green City, we live and breathe sustainable luxury. It starts right at the design stage with innovative ideas, natural materials and energy saving technologies. Through environmental sustainability and equitable development strategies, Green City is focused on the future. We offer homeowners greener communities and more efficiency in home design.

Position Overview

In the role of the Sales and Marketing Director, you will be responsible for all sales and marketing collateral, print and online advertising, all while supporting and planning events and activities that help to generate excitement, interest, as well as drive sales around pre-construction residential townhomes and low-rise condominiums.

Key Functions & Duties

Marketing and Research

- Overseeing all aspects of the launch campaign including, editing, and proofing print and online ads, press releases, email campaigns, brochures, site plans, direct, sales displays, and exterior signage
- Executing ongoing Marketing Strategies, Advertising Campaigns & Digital Media Plans
- Preparing detailed Marketing Budget and Schedule with proactive adjustments on remaining spend and time as required
- Negotiating contracts and pricing with suppliers, reviewing invoicing
- Managing and overseeing daily activities of Marketing Coordinator/Manager
- Preparing award submissions winning multiple industry awards
- Writing ad copy and creative briefs for new ad campaigns and messages
- Directing, script writing and producing corporate videos
- Growing followers and writing posts for Facebook, Instagram, LinkedIn, and YouTube
- SEO Optimization, keywords, Google, Insta, Facebook Advertising
- Google analytics web reporting
- Creating virtual tours
- Maintaining customer database and ensuring CASL compliance
- Study of market absorption rates, competition and market trends leading up to sales launch

- Identifying brand strengths and weaknesses
- Researching opportunities and threats in the marketplace
- Defining target market for each community
- Strong understanding of different target market groups within the GTA and their respective buyer behaviour and what influences their buying decisions
- Strong understanding of macro-economic market and local market dynamics of the communities Green City owns properties in

Sales and Customer Service

- Achieving sales targets set by Finance and Executive Department (75 home sales in 3 months)
- Working closely with Sales Team to successfully convert online sales leads to sales deals
- Working with Executive and Finance and Sales Team to develop pricing strategy and incentive programs to meet sales goals
- Issuing weekly and daily sales reports
- Meeting regularly with Sales Team, and Marketing Agency to achieve targets and identify improvements
- Working with sales team to identify buyer objections and create counter-objections
- Train sales team on selling points of product, features, advantages, and benefits
- Developing and executing internal sales & marketing processes and policies
- Working with internal lawyer and external lawyer to help compose APS and Condo docs
- Working with legal to execute amendments
- Working with external lawyer and Green City Accounting to help track deposits, review EFT tracker, and follow up on deposits and NSF's
- Working with Legal and Sales Administrator to process purchase agreements of sale and file hard copy and digital documents
- Fielding customer calls, inquiries, and web leads
- Managing customer complaints and coordinating with appropriate internal departments to find quick resolutions
- After sales customer service plan
- Homeowner Welcome Gifts & Events
- Customer-first focus: real empathy for Green City homeowners to encourage repeat customers and ensure brand loyalty, and longevity for Green City
- Others-first focus: building respect and integrity with internal team members as well as suppliers, trades, and external partners to cultivate strong, professional relationships, and ensure success and longevity for Green City
- Delivering the Best Homeowner Experience

Business Improvements and Product Development

- Introducing a new builder and brand to the GTA building industry
- Developing and executing an Integrated Strategic Marketing Plan
- Developing and implementing a Product Positioning and Brand Image Strategy
- SELL OUT of new Townhome Community in Richmond Hill
- Implementing successful lead generation campaign and increasing Green City's database from 0 to 3,500 leads
- Implementing targeted social media, SEO, Google & Digital Ad Campaigns, bringing in qualified leads for Twelve Oaks at an extremely cost-effective average cost per lead
- Developing engaging, effective email campaigns using video, multimedia, slideshows to convert database leads to buyers with above average 40-50% email open rates

- Leading, developing and creating new engaging website and managing content for www.TwelveOaksTowns.com
- Leading, developing and creating new corporate website for www.GreenCityCommunities.com
- Developing complete online touchless sales process for Twelve Oaks during covid-19 pandemic
- Working with President, Architect & Construction to design innovative, desirable, and marketable floor plans, finishes and exterior elevations
- Working with President, Architect, and Interior Designer to design a 5,000 sq ft Design Studio
- Working with Interior Designer, Marketing Firm and Construction department to design and build 2 model homes and 2 sales centres

Skills & Qualifications

- Bachelor's Degree or Diploma in Business, Marketing, Communication and Management or related field of study.
- 16+ years of residential marketing experience with established builders.
- A strong portfolio with over 20 successful community and project launches showing sales and marketing experience.
- Extensive experience in all aspects of creating and maintaining marketing and sales strategies for a residential home builder.
- Proven track record of deploying successful strategies which yield growth in traffic and sales.
- Excellent problem solving and creative thinking.
- Strong leadership, interpersonal and communication skills.
- Ability to be self-motivated and thrive under high pressure and/or a fast-paced environment.
- Building, managing, and motivating a high-performing Sales and Marketing Team including external partners.
- An innovative, critical thinker with a passion for residential marketing and sales.

Green City Communities Inc. is an equal opportunity employer committed to fostering an inclusive and accessible environment. We are dedicated to building a workforce that reflects the diversity of the community in which we live, including those with disabilities. Should you require accommodation or support in any aspect of our recruitment and selection process, we will work with you to meet your needs.