



**Job Description:** Marketing Manager

**Department:** Real Estate Operations

**Location:** Barrie

**Job Type:** Full-Time

**Compensation Package Type:** \$30,000/year + 5 Weeks Paid Vacation (in addition to 9 days paid statutory holidays)+ Health Benefits + Use of Phone and Laptop

**Positions open:** 1

**Start date:** June 1<sup>st</sup>, 2015

**Reports to:** General Manager, Barrie

**We are:** Varsity Properties Inc., a leading Canadian developer, builder, owner, and manager of high-quality student housing communities located close to university and college campuses in Ontario, Canada.

We are currently in the development phase of our 21st project, a 360-bedroom community at 300 Georgian Drive, designed to serve the students of Georgian College. In our 11 years of operation, we have developed a reputation for providing our residents with the highest quality suites, the finest services and the best community living experience. As a rapidly growing company, we pride ourselves on providing our staff with promotion and training opportunities.

**You are:** a fun and outgoing recent graduate. You are active on social media and love interacting with people both face-to-face and online. You may have experience in sales, student organizations and community involvement. You are ready to join an entrepreneurial company, to take on new challenges and to grow into new roles.

**Role Summary:** The primary objective is to build a business and brand presence from the ground up. This includes creating and executing a marketing plan designed to attract the attention and interest of Georgian College students, guide them through the decision process and lead to the signing of leases. The position calls for skills in market research, traditional marketing, social media management, leasing, customer care, record keeping, trade relationship management and some financial record keeping.

**Time Requirement:**

- Full time, typically 40-50 hours per week, Monday – Friday, some seasonal weekends & evenings.
- Keep mobile phone charged, and audible, ready to answer dispatch call.
- Make return confirmation phone call to prospect within 3 minutes

**Key Responsibilities and Duties**

- Achieve full rental occupancy by advertising, filling vacancies, conducting tours, drafting lease documentation, negotiating lease agreements and enforcing lease terms;
- Promote property through marketing initiatives;
- Maintain social media presence at property level and at a corporate level;
- Maintain accurate information on company website;
- Design promotional web landing pages to track effectiveness of other marketing initiatives;
- Draft Press Releases, represent the company to media outlets;
- Seek to maximize rental income, set goals and track vs. internal and external benchmarks;
- Seek to minimize marketing expenses, develop annual forecasts;
- Accomplish financial objectives by paying bills, preparing an annual budget with assistance, scheduling expenditures, analyzing variances, initiating corrective action;
- Visually inspect interior and exterior of properties according to regular schedule, daily, weekly, monthly;
- Marketing Manager shall wear a name tag at all times while working, conduct services in a polite and professional manner at all times, and shall not smoke within 50 m of any property.
- Provide rental rate recommendations by surveying local rental rates; forecast expenses, and profit goals;
- Maintain property by investigating and resolving tenant complaints, enforcing rules of occupancy, coordinating repairs, assist in planning renovations;



- Prepare reports by collecting, analyzing, and summarizing data and trends.
- Regularly update skills by participating in educational opportunities, reading professional publications, maintaining personal networks, participating in professional organizations;
- Accomplish organization goals by eagerly accepting ownership over new and different tasks;
- Exploring opportunities to add value to job accomplishments;

**Customer Service Expectations:**

- Positive, solutions oriented personality required when interacting with colleges, residents, parents, suppliers and trades;
- Arrive to work clean-shaven each day, without fail;
- All visible tattoos covered during working hours;
- No Smoking breaks taken (if you do smoke, cessation assistance is provided;)
- Pause to greet all recognized residents verbally when within 10 feet;
- Be cool, caring and driven to accomplish big things;

**Please address inquiries and resumes to [Careers@VarsityProperties](mailto:Careers@VarsityProperties) with the email subject: Marketing Manager.**

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