
REGION:	West
POSITION:	Manager, Marketing, Arts & Events
DEPARTMENT:	Marketing
LOCATION:	Western Corporate Office – Brookfield Place Calgary
REPORTING TO:	Vice President, Asset Management

DESCRIPTION & RESPONSIBILITIES

DESCRIPTION:

As the Manager, Marketing, Arts & Events, you will have the opportunity to work with the regional asset management, leasing and property management teams, in the execution of programs and initiatives within approved budgets on time, while always seeking efficiencies and economies of scale. You will be closely involved during annual business planning and can provide recommendations with property budgets.

You will be responsible for office leasing marketing for all Calgary properties, which include Brookfield Place Calgary, Suncor Energy Centre, Bankers Hall Complex, and Fifth Avenue Place. You will be responsible for coordinating all property-specific strategies, in addition to coordinating all property-specific marketing, arts programs, and events at the properties.

This role will oversee the regional Marketing, Arts & Events team that is responsible for generating, brainstorming, creating, and executing the yearly marketing strategy. This will include leading and developing the regional team while providing mentorship to direct reports. Additionally, will work collaboratively to support and provide expertise with events in public areas, placemaking opportunities, tenant appreciation & broker events, Brookfield corporate events, and the annual United Way Campaign.

RESPONSIBILITIES:

- Ideate and create materials/campaigns that reflect and promote Brookfield Properties' brand.
- Lead and generate ideas and expertise on any installation or event that optimizes common areas, public spaces (i.e.:public events, performances, lobby activations, holiday décor).
- Ideate and execute signature marketing events or public relations initiatives that optimize leasing/building exposure with target audiences and strengthen key external relationships to support regional leasing goals.
- Develop design/creative concepts as required to facilitate the design, preparation, production, and distribution of all marketing information and brochures, invitations, prospective tenant pitch books, and more.
- Provide expertise, recommendation, and guidance to support retail (i.e.: signage, hoarding, graphics, communications, events).
- Collaborate with leasing team to develop a marketing plan to market available space in our portfolio and leverage third-party leasing to lead all marketing efforts.

- Make the appropriate business case for requested budget funds and complete monthly forecast ensuring alignment with annual budget.
- Seek opportunities to develop regional strategies for the use of placemaking, events and cross-marketing Brookfield Properties across the Calgary properties.
- Manage and be accountable for all costs as approved for all events and marketing initiatives, including select account forecasting, managing invoices, and variance explanation.
- Generate digital marketing leasing opportunities and strategies to increase traffic and engagement on various social media platforms, including increasing engagement on the internal employee app.
- Develop and maintain industry and community relationships and rapport with industry counterparts and key tastemakers in Calgary marketplace.
- Monitor and report on the effectiveness of marketing activities, using data to inform future strategies.
- Seek opportunities to develop regional strategies for the use of placemaking, events and cross-marketing Brookfield Properties across the Calgary properties.
- Embody and support Brookfield Properties' Safety, Health, and Environment Policy.
- Other projects as required.

QUALIFICATIONS

SERVICE / PERSONAL SKILLS:

- An innovative and creative mindset that can think strategically with a willingness to execute tactically.
- Flexible and able to thrive in a fast-paced environment, while possessing a high level of comfort with ambiguity.
- Work well independently as well as a part of multidisciplinary regional and national teams and be able to adapt as required.
- Strong organizational skills with ability to prioritize and manage expectations across multiple projects with tight deadlines.
- Known for accuracy and quality of work, with excellent writing, editing, and proofreading skills.
- Outgoing personality, ability to build rapport and develop relationships across the property and corporate teams with a strong service orientation.

EXPERIENCE & TECHNICAL SKILLS:

- Marketing experience in a commercial real estate company or commercial real estate brokerage is an asset.
- Event planning, including execution and coordination with external agencies.
- Proven digital marketing experience, including developing and executing digital marketing plans.
- Proficiency in Search Engine Optimization (SEO), web-based content management systems (CMS) and email platforms (Mail Chimp).
- Excellent knowledge of social media marketing/advertising tactics, specifically for Instagram, Facebook, Twitter, and LinkedIn.
- Experience selecting and managing external Marketing, Advertising and Branding agencies for consulting assignments.
- Knowledge of the Arts & Entertainment, the Calgary A&E community and familiarity with programming A&E related events is an asset.

- Solid understanding of CASL, privacy and other national or provincial communication legislation.
- Proficient in MS Office Suite (Outlook, Excel, PowerPoint) and Adobe Design Programs (Photoshop, Illustrator, InDesign).

EDUCATION / DESIGNATIONS / LICENSES:

- Bachelor's degree, ideally with a focus in Marketing or a related business field and/or equivalent work experience.
-

https://brookfield.wd5.myworkdayjobs.com/brookfieldproperties/job/Calgary-Alberta/Manager--Marketing--Arts---Events_R2031685

Brookfield Properties (Canada) Inc. is an equal opportunity employer committed to the inclusion and accommodation of all individuals.