

## **MARKETING PROJECT MANAGER**

**Job offer:** Permanent

**Location:** Montreal

**Salary:** According to experience

**Starting date:** As soon as possible

### **ABOUT BTB**

BTB is an important owner of buildings in Eastern Canada. BTB owns more than 66 commercial, office and industrial properties totaling more than 5.2 million square feet in the Greater Montreal, Quebec City and Ottawa areas. At BTB, a tenant is a client. Therefore, our standard of service is held high. BTB develops sustainable relationships with its Clients and strives to demonstrate its ongoing commitment to them.

### **JOB DESCRIPTION SUMMARY**

Reporting to the Director of communications and brand imaging, the Marketing Project Manager's tasks evolve around producing creative content (visual and editorial) for our different channels of communication. This encompasses safeguarding the brand image by producing various graphic design work for print and digital advertisements, brochures, web content, etc. The selected candidate will be responsible for the following tasks:

- Produce marketing material for the leasing department (pamphlets, posters, newsletters, power points, promotional videos, postcards, availabilities listing, etc.);
- Produce templates for internal and external communication (via Mail Chimp for our investors and collaborators) ;
- Manage our website content ;
- Manage our social media (LinkedIn, Instagram, Facebook) and establish a detailed schedule for the corporate image and our shopping centers;
- Create advertising campaigns on our platform and analyse the impact on customer experience;
- Graphic Design work for print advertisements such as *Immobilier Commercial* and *Espace listing*;
- Any other related tasks.

## REQUIRED KNOWLEDGE AND ABILITIES

- Diploma in marketing, communication, public relations, graphic design or equivalent ;
- At least 2 years' experience in a similar position;
- Outstanding skills in InDesign, Adobe Illustrator ,Photoshop and proficient in MS Office Suite ;
- Strong oral and written communication skills in french and english ;
- Knowledge of real estate, an asset;
- Interest in photography, an asset ;

## DESIRED SKILLS

- Very creative and innovative ;
- Energetic, passionate, and attentive and responsive to new trends and better practices ;
- Positive and able to receive criticism ;
- Capacity to adapt, to be autonomous and to be organized;
- Attentive to details.

**BTB provides a friendly work environment, competitive compensation, and benefits package.**

**Please, send your CV to:**

[rh@btbreit.com](mailto:rh@btbreit.com)

We thank you for your interest. However, only selected candidates will be contacted

