



The Tricar Group is an award-winning developer leading the way in Southwestern Ontario as the premiere high-rise builder. We are passionate about our company, our work and our commitment to delivering outstanding condominium homes and rental apartments while delivering the best customer service.

We are currently looking for a
Marketing & Communications Specialist
to join our growing team!

The Tricar Group is looking for a passionate, motivated and creative individual to guide the exciting and new development initiatives on the horizon. If you are interested in pushing the boundaries, asking why before how, and flexing your creative abilities, read on.

About Us:

The Tricar Group has an award-winning and respected history of designing and developing communities that make a difference. Today Tricar operates in many of Southwestern Ontario's largest cities establishing high-rise condominiums and apartments. It excites us to design communities that are healthy, happy and good for their communities.

The person we're about to hire is anything but average. Our ideal candidate will be plugged into a high-functioning team with significant responsibility, so we're looking for at least 3 years working experience.

To thrive in this role you are driven, creative, have a passion for marketing, have an aptitude for communication (written and oral), enjoy collaborative environments, and share Tricar's core value of delivering the best for our customers.

Company quick facts:

- The average tenure of employees is 10 years
- London's largest high-rise builder investing heavily in London's downtown core
- Have designed and built over 35 high-rise developments
- Competitive Benefits
- A family-oriented work environment
- An environment designed for valuable growth and gained knowledge in all aspects of the business

Work Relationships:

In this role, you will work collaboratively with the Manager, Corporate Administration. You will also work frequently and be the key contact for various internal departments, outside vendors, suppliers, photographers, marketing agencies, etc.

The Responsibilities of the Marketing & Communications Specialist Include:

- Development of creative and strategic marketing campaigns for the sale/leasing of our residential condominium and rental projects
- Coordinating internal communications on projects, initiatives and events
- Event coordination with community stakeholders, customers, and corporate events.
- Assisting with the conceptualization and design of various marketing materials across multiple mediums – digital/social content, print design, corporate and event branding, website, and internal/external communications
- Assisting with communication plans and marketing plans

- Creation of marketing communications such as press releases, eblasts, newsletters, signage, etc.
- Coordinating the development of various advertising materials, brochures, etc.
- Creating, implementing, monitoring and analyzing the performance of marketing campaigns, remarketing strategies, SEM, SEO, etc.
- Keeping organized records of marketing metrics for internal stakeholders

Skills & Qualifications:

- A degree in Graphic Design, Digital Marketing, Business Administration, MIT, Communications, or another related field required
- At least 3-5 years of work experience as a Marketing Associate, Marketing Assistant or similar role
- Social media expertise in platforms including LinkedIn, Instagram, Facebook, and Twitter
- Excellent communications skills – writes clearly, concisely and professionally
- Self-motivated and positive attitude
- Collaborates well with others
- Thrives in a fast-paced environment, handling multiple projects and deadlines
- Demonstrated experience and passion for real estate is a plus

Software Experience:

- Adobe Suite (Photoshop, InDesign and Illustrator)
- MailChimp
- Experience with open-source website CMS's
- Google Analytics
- Google My Business
- Advanced Spreadsheets
- Asana, Basecamp, or an alternative project management software
- Shared Google Documents and Sheets
- Google AdWords Experience

If this sounds like the right role for you, please submit your resume and cover letter to: lpepe@tricar.com.

We thank all applicants in advance for their interest. Those who meet the above requirements will be contacted for an interview.

