



Modern Thinking. Timeless Values.™

Social Media Expert

Change *Your Career* for the Better.

As a recipient of hundreds of awards and accolades, Reid's Heritage Homes is a world-class organization, with growing communities across the province, offering home styles from mid-rise condo suites to custom estates and active adult communities. We are a division of the Reid's Heritage Group of Companies, a family-owned company celebrating over 40 years in business. We are proud to have been certified as a **Great Place to Work® Canada** and named as one of **Canada's Best Workplaces for 2019, Canada's Top Small & Medium Employers for 2019** and **Waterloo Area's Top Employers for 2019**, and we strive to employ highly skilled individuals who both exemplify and live out our Core Values. Our team members are passionate about their work, and their high energy and creativity drive innovation. As a result, our team is growing. We invite you to take this opportunity and be a part of the momentum!

We are currently looking for a **Social Media Expert** to join our team. Reporting to the Sales and Marketing Manager, and working out of our **Cambridge** head office, you will lead and implement innovative social media campaigns for our communities across all social platforms, and drive the best-in-class customer experience and engagement. You will be a creative expert with a genuine passion for social media and content creation, with an emphasis on video.

As part of your duties and responsibilities, you will be called upon to:

Social Media Implementation

- Support Reid's Heritage Homes overarching social media strategy and implement proposed initiatives.
- Design & execute promotional campaigns to boost social engagement & reputation.
- Recommend effective social advertising strategy for corporate & division offices.
- Work closely with the PR, Legal, & Customer Service teams to determine social tactics for crisis management.
- Initiate & foster relationships with the social teams of our current company partners.
- Drive the social influencer/advocate program both externally & internally.
- Identify emerging platforms to extend Reid's Heritage Home's digital/social footprint.

Project Management

- Serve as the subject matter expert for all Reid's Heritage Home's social media presence and content.
- Oversee & optimize the Social corporate brand channels per SEO and data trends.
- Ideate, initiate and lead social media campaigns and promotional programs that add value to Reid's Heritage Home's social media presence, and to the audience experience.

Analytics and Reporting

- Lead analytics and ROI of all social campaigns.
- Evaluate effectiveness of content per content performance indicators and revise content strategy accordingly.
- Partner with Analytics team to provide YOY reporting and trend analysis of social marketing efforts.
- Establish social media marketing best practices for the company.
- Provide the Sales and Marketing Manager with data & research to support new strategies & initiatives.
- Log and manage data collection and analytics collected through Reid's Heritage Home's social media presence.

Performance Management and Development

- Provide oversight of assigned digital marketing employees, including communication of goals and objectives, delivering effective feedback, handling performance management, participating in recruiting/hiring, and communicating corrective actions as needed.
- Assist in the training and on-going development of assigned personnel through proper coaching and frequent feedback.
- Work with corporate marketing teams (web, email, and data) to improve processes and maintain brand execution.

Engagement Management

- Implement and support proactive social engagement with consumers, brokers, and related-industry experts.
- Support division social media teams in managing questions and comments on social platforms when needed.
- Identify and plan for activities that enhance social media engagement on Reid's Heritage Home's presence.
- Perform other duties as assigned

The Office/Sales Coordinator we seek will demonstrate the following qualifications:

- Commitment to our organization's progressive culture, including our company Core Values
- Bachelor's Degree in Marketing, Communications, Business Management, or a related discipline required
- 3-4 years of work experience in social media marketing, including 1-2 years' prior management background with direct reports
- Experience generating and executing large-scale social media campaigns across multiple platforms
- Prior experience in Real Estate industry preferred, ideally in Residential Homebuilding
- Cutting edge understanding of the cultural zeitgeist; understanding internet, social and meme culture
- A demonstrated ability to work creatively and cooperatively in a fast-paced environment and to respond immediately to issues
- Base understanding of and interest in marketing/advertising and consumer behavior
- Strong management abilities, including strategic planning and goal attainment
- Strong project management skills
- A demonstrated ability to work creatively and cooperatively in a fast-paced environment and to respond immediately to issues
- Strong verbal and written communication, with the ability to take complex concepts and communicate succinctly and accurately
- A valid class G driver's license and clean driver's abstract

If you have a lot to offer, we have a lot to give! Add your energy to ours and join the Reid's Heritage Homes team by submitting your cover letter and resume to hrinfo@heritagehomes.com, specifying the title of the position, by **Monday, November 18, 2019**. For more information, visit www.reidsheritagehomes.com.

We thank all applicants in advance for their interest in this position; however, only those selected for an interview will be contacted.

