



Modern Thinking. Timeless Values.™

## Social Media and Marketing Strategist

### 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!

Are you a creative expert with a genuine passion for social media, content creation and marketing? Are you enthusiastic about popular culture, emerging technologies and design trends? If so, put your expertise and creativity to work as a full-time Social Media and Marketing Strategist with Reid's Heritage Homes.

Reporting to the Sales and Marketing Manager, and working out of our **Cambridge** head office, you will maximize the effectiveness of our marketing strategies by creating social media and marketing materials and campaigns – from concept development through to the finished product – that will enhance, differentiate, and function on-brand and on-strategy.

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

- Follow and consistently demonstrate RHG Core Values
- Social Media Implementation
- Support the company's 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.
- 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 with Reid's Heritage Homes.

#### Analytics and Reporting

- Lead analytics and ROI of all social campaigns.
- Evaluate effectiveness of content per content performance indicators and revise content strategy accordingly.
- Log and manage data collection and analytics collected through Reid's Heritage Home's social media presence.

#### Performance & Engagement Management and Development

- Work with corporate marketing teams (web, email, and data) to improve processes and maintain brand execution.
- 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.
- Work closely with other members of the sales and marketing team to ensure all events and marketing campaigns are executed.
- Assist with the development of creative design concepts for standard and custom projects including but not limited to brochures, inserts, folders, displays, signage, web files, emails, newsletters, invitations etc.
- Participate in project pitch and brainstorm sessions
- Perform other duties as assigned

#### **The Social Media and Marketing Strategist we seek will demonstrate the following qualifications:**

- Commitment to our organization's progressive culture, including our company Core Values
- Post-secondary degree or diploma in Business, Marketing, or Visual Arts/Design
- 3-4 years of work experience in marketing and social media marketing
- 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/graphic design and consumer behavior
- 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, creative resume, and a link to your digital portfolio to [hrinfo@heritagehomes.com](mailto:hrinfo@heritagehomes.com). For more information, visit [www.reidsheritagehomes.com](http://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.*

