

JOB POSTING - MARKETING MANAGER (EAST HARBOUR)

First Gulf – East Harbour

When it comes to the development of office, mixed-use, retail and industrial properties, First Gulf is a proven market leader with more than \$4-billion in developed assets. Offering development, construction, leasing, finance and property management expertise, we provide clients with unique and exciting market opportunities. Within the Greater Toronto Area alone, our team has recently completed development and construction of more than two million square feet of premier, LEED®-certified office space, with another one million square feet currently under construction. First Gulf also currently manages over four million square feet of fully-operational buildings.

East Harbour is a transformative city-building project that will help drive the future growth of Canada. Located on the east edge of downtown Toronto, this 60 acre, 12 million square foot development will eventually be home to over 70,000 office workers, anchored by 2 million square feet of retail and entertainment space and a multi-modal transit hub.

Opportunity

We are seeking an experienced marketing professional to develop and implement a marketing strategy for East Harbour. This includes, but is not limited to branding, digital marketing (website development, digital content, social media), signage, programming and special events, communications, sales and marketing collateral, responding to tenant RFPs, PR/community outreach, and traditional media with a focus on both B2B and B2C engagement. The ideal person for this role will be required to have proven knowledge and practical skills in some of the areas highlighted above, but will also possess the breadth to perform as a generalist across all key marketing channels. The role will be largely self-directed, working in collaboration with other members of the First Gulf marketing team, the rest of the East Harbour team, and third party service providers to deliver on the marketing strategy.

This is an exciting opportunity to get involved at the beginning of the largest commercial development in Canada and includes tremendous opportunities for career growth.

What you will be doing:

- Become a key member of the East Harbour team, with responsibility for all marketing and communication activities.
- Building on work done to date, create and implement a comprehensive integrated marketing strategy and roadmap for East Harbour, recognizing a large and evolving group of stakeholders and audiences.
- Support the East Harbour team by creating and updating sales and marketing collateral, including PowerPoint presentations, brochures, etc. This includes developing key messaging to be used across platforms and by all members of the East Harbour team to ensure consistency and maximize impact.
- Lead the development of responses to RFPs and creation of unsolicited proposals for potential tenants of the project in collaboration with the First Gulf marketing team and the East Harbour team.
- Develop and implement a media strategy, including both traditional and digital media, which will evolve as the project evolves. Initially, the focus would be on key stakeholders such as the local community, government and potential tenants. Over time, the audience would expand to include consumers and situated tenants.
- Support the development of both interim and permanent programming strategies to help drive interest and awareness in the project; eventually helping to drive animation in public spaces to support retail uses and provide amenities for office tenants. This includes looking for opportunities to participate in and contribute to local activities and events to help establish East Harbour, as a good neighbor, and positive addition to the community.

- Retain and manage all third party services providers related to marketing and communications, including agencies, as required.
- Establish marketing KPIs and contribute to ongoing reporting for FGC Senior Management and project partners, including making presentations as required.
- Manager/ Oversee special events relating to the promotion of East Harbour.
- General Duties, as assigned.

What are we looking for?

- Minimum of 5 years of experience in marketing and communications (both B2B and B2C experience is an asset)
- Very strong copywriting skills
- Very strong creative problem solving skills
- Very strong in systems such as: MAC, Illustrator, Photoshop, InDesign, MS Word
- Experience and ability to manage a large group of third party service providers including managing budgets and contracts
- Agency experience is an asset
- Real Estate experience is an asset
- Experience and willingness to work with large, multi-disciplinary teams
- Candidates must demonstrate strong sense of urgency, very strong communication skills (verbal and written), have a positive attitude, strong work ethic, work in a team setting and have an ability to lead and adapt
- Strong belief in continuous learning and utilizing all new knowledge and skills on the job
- Strong organizational and time management skills to meet or exceed all deadlines
- Proactive problem recognition and solution
- Thrive in a position that will allow you to make a significant contribution to the ongoing growth and profitability of the Company's operations

What do we offer?

- Industry competitive compensation package, inclusive of group benefits, company incentives and vacation entitlement.

If you are interested in joining our dynamic team, please feel free to send your resume, in confidence, to Aggie Wengle, Human Resources Manager at careers@firstgulf.com.

We thank all interested candidates, however, only applicants selected for an interview will be contacted.