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Marketing Coordinator/Graphic Designer

About Us

Tacada has been a leader in the home building industry since 1993. Providing superior crafted homes and exceptional customer service across western Canada as we continue to grow into the future. Offering opportunities for both personal and professional growth, excellent earning potential and, most importantly – having fun. We want to give our customers the best home buying experience possible and that starts with the best employees. We can't wait to work with you.

How We Work For You

- Competitive wages
- Health and dental benefits immediately upon hire
- Employee Assistance Program
- Inclusive work environment
- Volunteer opportunities
- Employee pricing for Daytona home purchases
- Tuition support
- RRSP Matching
- On site gym

Responsibilities

We are looking for a versatile Marketing Coordinator/Graphic Designer to assist in the implementation of our marketing strategies and initiatives. The ideal candidate will have a passion for design and marketing, with a strong understanding of branding principles and digital marketing techniques. This role requires a creative mindset, excellent communication skills, and the ability to work effectively in a fast-paced environment.

- Develop and design engaging marketing materials, including social media graphics, advertisements, email campaigns, and print collateral.
- Collaborate with the marketing team to brainstorm and execute creative concepts for campaigns and promotions.
- Assist in the creation and maintenance of brand assets, ensuring consistency across all platforms.
- Support content creation for social media accounts to increase brand awareness and engagement.
- Coordinate with external vendors and agencies as needed for design projects.
- Monitor and analyze marketing performance metrics to track the effectiveness of campaigns and make data-driven recommendations for improvement.
- Coordinate showhome photos and virtual tours to showcase our properties effectively.
- Manage email marketing campaigns from concept to execution, including content creation, segmentation, scheduling, and performance tracking.
- Write and design blog posts on relevant topics to attract and engage our target audience.
- Assist in the planning and coordination of company events, including

Hiring organization

Tacada

Employment Type

Full-time

Job Location

11504 170 Street, Edmonton

Date posted

February 12, 2024

showhome grand opening and customer events.

- Stay up-to-date with industry trends and best practices in graphic design and marketing.
- Assist team members with daily marketing tasks and coordinate projects and activities as needed.
- Perform other duties and responsibilities as assigned.

Qualifications

- Bachelor's degree in Marketing, Graphic Design, or a related field.
- Proven experience in graphic design, with a strong portfolio showcasing creative and professional work.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design software.
- Strong understanding of marketing principles and strategies.
- Excellent communication and interpersonal skills.
- Ability to work effectively in a fast-paced environment with tight deadlines.
- Detail-oriented with a keen eye for design aesthetics.
- Creative thinker with a passion for innovation.
- Prior experience in the home builder / real estate field is a plus.

Preferred Qualifications

- Experience with video editing and motion graphics.
- Experience with website design and maintenance.
- Familiarity with marketing analytics tools such as Google Analytics
- Familiarity with Hubspot
- Experience with copywriting