



Job Title: Sr. Marketing Coordinator / Marketing Manager

Location: Vancouver, BC

Type: Full-time In-office

Reports to: Sr. Marketing and Sales Manager

Salary: \$75,000 – \$90,000 depending on years of experience in a real estate setting

ABOUT THE ROLE

Aragon Properties is seeking a Sr. Marketing Coordinator/Manager who is ready to take the next step in their career toward a Marketing Manager role. This position is ideal for someone with 3+ years of experience in marketing who is confident in making decisions, excels at getting things done, and is eager to take on greater responsibility.

Reporting to the Sr. Marketing & Sales Manager, the successful candidate will play a key role in the planning, coordination, and execution of marketing strategies for our residential developments. As our Sr. Sales & Marketing Manager will be going on maternity leave next year, this position offers a unique opportunity for the successful candidate to showcase their leadership, initiative, and strategic abilities by taking on expanded responsibilities and potentially leading the marketing function during that period.

The Marketing Department is a small but dynamic team of two, and there may be an opportunity for this role to oversee a Marketing Coordinator as needed.

KEY RESPONSIBILITIES

- Assist in the development and implementation of comprehensive marketing plans for residential projects, including digital, print, and experiential campaigns.
- Coordinate the creation of marketing collateral and ensure consistency with Aragon's brand standards.
- Manage and monitor digital marketing campaigns, including social media, email marketing, and website content.
- Support the sales team with marketing materials and initiatives that drive engagement and support revenue goals.
- Track performance metrics, analyze results, and provide recommendations for optimization.
- Liaise with creative agencies, designers, and vendors to execute marketing deliverables on schedule.
- Assist in organizing and executing project launches, events, and open houses.
- Maintain and update Aragon's online presence, ensuring project and corporate sites are current and reflective of the brand.

- Monitor industry trends and competitor activity to inform strategy.
- Provide leadership support and continuity within the department during the Sr. Manager's maternity leave.

QUALIFICATIONS & REQUIREMENTS

- 3+ years of experience in a real estate marketing role (experience as a Sr. Marketing Coordinator or Marketing Manager preferred).
- Post-secondary education in Marketing, Communications, Business, or a related field.
- Strong understanding of digital marketing, branding, and content strategy.
- Confident decision-maker with excellent organizational and project management skills.
- Self-motivated, detail-oriented, and able to manage multiple priorities independently.
- Strong written and verbal communication skills.
- Experience with design software (Adobe Creative Suite, Canvas), social media platforms, and content management systems is an asset.
- Analytical mindset with the ability to interpret data and drive results-based improvements.
- Willingness to travel occasionally to Vancouver Island for project visits and events (approximately once or twice every two weeks).

WHY JOIN ARAGON

This is a rare opportunity to grow your career in marketing within a respected, award winning real estate development company known for its high-quality design and craftsmanship. You'll be part of a small, supportive team where your contributions make a visible impact — and you'll have the opportunity to take on greater responsibility, leadership, and ownership of projects as you grow.