

## Sales and Marketing Specialist

Contract – Maternity Coverage (approximately 18-20 months, depending on start time)

A&T Project Developments Inc. is currently seeking a **Sales and Marketing Specialist** to join our team. We are looking for someone who is highly accountable, energized and motivated to work collaboratively as part of our team. Your role will be to maintain A&T's marketing materials, brand awareness, web presence and other various tasks including assisting the Sales & Marketing Manager in marketing of new development projects.

### About Us

We are a general contractor and developer based out of Kamloops, BC specializing in commercial, residential and development projects. Established in 1992, we now celebrate over three decades of exceeding client expectations through the creative use of space, quality craftsmanship and attention to detail. Led by strong business ethics and community-minded values, we have a reputation for our high standards in the commercial and residential building industry.

### Why work for A&T:

A&T offers the opportunity to work on challenging, high-profile projects and provides competitive compensation and numerous benefits to the qualified candidate, including:

- **Award Winning Developments:** Work on projects and developments of the highest caliber.
- **Competitive Salary**
- **Group Retirement Savings Plan with Employer Matching**
- **Paid Vacation & Sick Time:** This position includes five paid sick days per year, as well as paid vacation time.
- **Health Benefits & Insurance:** Optional health benefits package is offered after successful completion of probationary period.
- **Office Space:** Modern office space with plenty of natural light. New staff lounge complete with complimentary snacks and coffee. Bonus, our office is dog-friendly!
- **Work Life Balance:** Value and understanding of the need for balance between work and personal life.
- **Growth & Opportunity:** Opportunity and encouragement of growth within the company.
- **Learning & Development:** Professional development and course offerings to enhance employee skill and knowledge.
- **Wellness & Connection:** Staff events to keep the team connected and engaged. Work culture inspires healthy living and lifestyle.
- **We Give Back:** High level of community involvement including work and volunteer opportunities.

**Responsibility:**

The Sales & Marketing Specialist is directly responsible to the Partners and Managers of the company for the proper discharge of their duties and reports directly to the Sales & Marketing Manager.

**Job Summary:**

The Marketing Specialist is a fulltime position, intended to elevate our ever-growing company. They will be responsible for maintaining and enhancing current marketing initiatives and exploring, implementing and advancing new strategies.

**Qualifications/Abilities:**

- Proficient and fluent in both oral and written English with strong grammatical skills.
- Effective communication and interpersonal skills.
- Strong ability to multitask and prioritize to meet tight deadlines.
- Computer proficiency with Microsoft Office suite of services including Excel, Power Point, Word and Outlook.
- Ability to operate under consistent pressure and meet tight deadlines.
- Effective project management skills.
- Sound understanding of marketing principles.
- Excellent copywriting skills with the ability to rework technical content for a wider audience.
- Good team player and should meet or exceed team goals.
- Be self-motivated, confident, energetic, and creative.
- Creative thinker with the ability to deliver and establish innovative ideas.
- Ability to receive and execute instructions from the Sales & Marketing Manager promptly

**Duties:**

- ▶ **General Marketing:** Managing general A&T marketing items including;
  - Planning: Assist the Sales & Marketing Manager in the creation and implementation of a yearly marketing plan and budget.
  - Brand Management: Ensure consistency among all marketing, promotional, and online materials that maintains A&T's brand integrity.
  - Site Materials: Order and manage materials such as site signs, site safety signs, hard hat stickers and car decals, in coordination with Project Managers, Superintendents, and Health & Safety Officer.
  - Donations: Field donation phone calls, organize items for donation, and coordinate volunteer opportunities.

- Business Development: Assist in the management of new leads, create and consistently update company profiles, assist in the creation of proposals etc. as required.
- Editing: Assist in editing all marketing materials prior to release.

▶ **Digital Marketing:**

- Website Maintenance: Ensure residential and commercial project websites are current and relevant, conducting biweekly audit of website for efficiencies and errors, and updating pages as required.
- Google Ad Words: Duties may also include monthly tracking and analysis of website performance on Google Analytics and maintaining and refreshing Google Ad words plan.
- Social Media: Maintain and enhance A&T social media accounts and address any client questions or concerns that arise on these accounts.

▶ **Development Marketing:**

- New Projects: Assist the Sales & Marketing Manager in the planning, scheduling and maintaining of timelines, budgeting, branding, positioning, and sales process of new developments.
- Legal: Assist the Sales & Marketing Manager with the creation and implementation of disclosure statements, strata plans and other legal sales documents.
- Organization: Monitor project timeline and meet deadlines; ensure organized and efficient filing of sales and marketing documents on A&T shared drive.
- Rental Programs: Update listings, marketing materials etc. as unit vacancies fluctuate. Coordinate web changes with web developer as needed.

▶ **Customer Service:**

- Maintain customer service program: Conduct project follow up requests for Google Reviews and testimonials/reference letters from clients. Monitor any feedback and relay information to the Sales & Marketing Manager.

▶ **Event Planning:**

- Create, organize and implement events such as groundbreaking ceremonies, ribbon cuttings and client appreciation events, as periodically required.

▶ **Event Attendance:**

- Attend industry events such as those hosted by CHBA, SICA, the Chamber of Commerce and various home shows occasionally, if requested by the management group.

► **Print and Apparel:**

- Audit current print collateral and continually ensure adequate stocks of company brochures, postcards, and business cards etc. are maintained.
- Edit, revise, and create new print materials as required.
- Assist the Office Manager in the design and selection of yearly staff apparel orders.

*\*The above outline of duties is not arranged in order of priority. These duties are not meant to restrict initiative, but rather to describe minimum activities. These duties will from time to time be amended by the Partners and Sales & Marketing Manager to suit the needs of the company.*

**Requirements:**

The successful applicant must:

- Have a positive and motivated attitude
- Be a team player and be able to fit comfortably into A&T's team culture

Additional assets include:

- Bachelor's degree in business/marketing or equivalent
- Google Ads/ AdWords and Analytics experience
- Social media marketing experience
- Experience with WordPress web maintenance and Elementor Website Builder
- Experience with Adobe Creative Suite (Illustrator and InDesign primarily)

**Hours:**

Monday – Friday, 8:00am - 4:30pm (30-minute unpaid lunch break)

**Wage:**

\$65,000/year

This **contract, full-time position** requires a motivated individual who demonstrates integrity, honesty, energy and teamwork to be a fit within our culture.



A&T offers the opportunity to work as part of an exciting and collaborative team of professionals constructing high-profile projects and providing a competitive compensation to qualified candidates including:

- Paid training opportunities
- Volunteer & social activities
- Competitive wage

Please **email** all resumes to **Nicola Tripp**. We thank all of those who apply, however only candidates selected for an interview will be contacted. If you have any questions regarding this position, please contact Nicola at 250-851-9292 ext. 235.

Nicola Tripp – [nicola@aandt.ca](mailto:nicola@aandt.ca)  
Sales & Marketing Manager