

SALES AND MARKETING MANAGER

Are you passionate about supporting the creation of vibrant communities? Avillia Developments is seeking a skilled and driven **Sales & Marketing Manager** to join our dynamic team!

Position Overview:

Avillia Developments is seeking a dynamic and results-driven **Sales and Marketing Manager** to lead and execute sales and marketing strategies for our land development projects. The ideal candidate will be responsible for driving sales, developing marketing campaigns, managing builder relationships, and identifying new business opportunities. This role requires a deep understanding of the real estate and land development market, excellent negotiation skills, and the ability to build strong networks with key stakeholders. If you're enthusiastic about building communities, and contributing to the success of transformative projects, this is the role for you!

Responsibilities:

- Develop and implement strategic sales and marketing plans to achieve company and project targets.
- Identify, approach, and secure potential home builders, investors, and real estate partners.
- Conduct market research to understand trends, pricing strategies, and home builder and customer preferences.
- Create and execute marketing campaigns, including digital marketing, print media, and events, to promote land development projects.
- Manage and oversee social media presence, website updates, and online advertising efforts.
- Develop and nurture relationships with home builders to facilitate lot sales and strategic partnerships.
- Coordinate with legal and finance teams to ensure smooth transactions and compliance with regulatory requirements.
- Monitor and analyze sales performance, providing regular reports and recommendations for improvement.

- Provide leadership and guidance to the sales and marketing team.
- Contribute to project planning and budgeting processes.
- Analyze sales data and create reports, presentations, or communiques to summarize findings and regularly report to the project teams.
- Support project delivery through tasks such as invoice approvals, marketing execution, and builder communications.
- Represent the company at industry events, exhibitions, and networking functions.
- Take on additional responsibilities that align with the role as part of a high-functioning small team.

Role and responsibilities would not be limited to these duties as we are a high-functioning small team with plenty of opportunities to do many things.

Key Attributes:

- Team player: Your interpersonal skills shine, and you thrive in collaborative environments.
- Detail-oriented: Precision and thorough documentation are your hallmarks.
- Self-motivated: You take initiative and manage projects independently with limited supervision.
- Adaptable under pressure: You handle urgent concerns confidently while maintaining focus on priorities.
- Versatile communicator: You're just as comfortable working with senior staff as you are with front-line team members.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, Real Estate, or a related field.
- At least five (5) years of experience in sales and marketing in land development.
- Strong knowledge of market trends, property laws, and investment strategies.
- Excellent communication, negotiation, and interpersonal skills.

- Proficiency in CRM software, digital marketing tools, and Microsoft Office Suite.
- Ability to work independently, manage multiple projects, and meet deadlines.
- Strong leadership and team management abilities.
- A proactive and strategic thinker with a results-oriented mindset.
- Proven ability to handle multiple high-priority tasks with excellent time management.
- Meticulous attention to detail in preparing reports and documentation.
- Eager to learn from mistakes while striving for a high standard of excellence.
- Ability to visit, inspect and work on worksites outside the office (drivers' license and personal vehicle are necessary)

Compensation:

- Competitive salary with performance-based annual bonus opportunity.
- Benefits package including health and dental plans, and paid time off.
- Professional development opportunities and career growth potential.

What's Important To Us:

- Deep understanding of the Land Development and Real Estate market in the Greater Edmonton area, Alberta and British Columbia.
- Collaborative team builder.
- Positive, self-starter attitude with a drive to improve existing processes.
- Active involvement or interest in land development and homebuilding industry organizations or associations.



Who We Are:

Avillia Developments is a privately-owned and operated Land Development company with several projects in the Edmonton Capital region including the City of Edmonton, Sherwood Park, Beaumont, and Spruce Grove, and projects in British Columbia's Okanagan region.

We have been involved in developing neighbourhoods for over 25 years. What drives us is a passion for developing functional, beautiful, and diverse environments that we are proud to say are ours.

Avillia Developments – It's all about lifestyle!

If what we describe sounds exciting and appealing to you, please apply for the **Sales and Marketing** position. Qualified candidates may be asked to answer an online questionnaire and then attend a telephone pre-screen prior to an in-person interview.