



Marketing & Communication Manager

- Employment Type: Full-Time, 3 Year Contract, ending March 31, 2027
- Job Function: Marketing & Communication
- Industry: Commercial Real Estate/Association Services/ Energy & Environment

About the Program

We are currently developing a comprehensive, \$25M national program to drive deep retrofit in the commercial real estate industry in Canada and to support the broader efforts to tackle climate change and transition to a low-carbon economy. The program will build awareness, provide tools and resources, and facilitate implementation of deep retrofit energy efficiency projects. Integral to this program is its awards program to recognize verified improvements to building performance and emission reduction.

The role:

Are you passionate about sustainability and committed to driving positive change in the built environment? We are seeking an experienced, dynamic and motivated **Marketing & Communication Manager** to help develop and implement the marketing and communication strategy for the new program. If you are a proactive and creative individual with a strong background in marketing and communication and a genuine enthusiasm for sustainability and climate action, we invite you to join our team.

Key Accountabilities

Strategic planning

- In collaboration with the Sr. Manager, Marketing & Communications, develop brand identity and brand governance guidelines for the new program to ensure that all messaging is conveyed consistently on brand across all forms of communication.
- Evaluate available marketing and communication tools and materials to ensure that best practices are deployed.
- Develop the Marketing & Communication Plan for the program.
- Work closely with the program management team, and other functional groups within BOMA Canada to develop effective communications strategies and brand-oriented content that articulates the essence of the program and supports the promotional requirements of all levels of participants.



Program execution

- Lead the execution of an integrated, comprehensive strategic marketing and communications plan design to introduce and support the growth of the challenge both internally to support regional chapter participants, and externally to engage building owners, managers, and operators.
- Responsible for accurate and appealing messaging, overseeing production of all marketing and communication initiatives including content development, design and distribution of print collateral, online digital channel engagement, e-newsletters, broadcast emails, social media platforms, etc.
- Contribute to the development of a comprehensive web platform designed to promote the program, house program information and resources, and gather participant data
- Develop thought leadership strategies, producing stories, case studies and aligning with local, regional, and national participants and partners to share advancements that will impact and inspire action amongst participants.
- Contribute to the planning and execution of annual events that recognize participant leaders achieving the greatest success through challenge
- Ensure development and reporting of appropriate metrics, setting KPIs across all engagement touch points and measuring to improve outcomes
- Provide leadership and manage relationships with marketing and communications vendors and consultants, developing and adhering to the marketing program budget.

Qualifications

- University degree or equivalent, preferably in marketing, communications, or related field
- At least Five (5) years of progressive experience in marketing communications and public relations, preferably in commercial real estate.
- Previous experience in similar roles, supporting energy conservation or emission reduction programs would be an asset.
- Previous experience in a similar role, working closely with the owners and managers of mid-tier buildings sector (small-medium sized buildings) would be an asset.
- Experience in a leadership role, managing a marketing and communications department, with a proven track record of success and demonstrated ability to make a positive contribution to an integrated and collaborative team environment.



- Demonstrated success working multi-stakeholder organization with a focus on the strategic creation and execution of marketing and communications initiatives.
- Strategic thinker, with competencies in creative project planning, budget, digital media management, design and production with proven excellence in writing and editing in an authentic style that resonates with the target audience.
- Strong knowledge of content marketing strategy and social media channel deployment
- Self-motivated with strong organizational skills and project management skills, able to manage the priorities of multiple stakeholders in a complex environment, focused on the delivery of results.
- Tech savvy, with proficiency in Microsoft Office suite, including Word, Outlook, PowerPoint, and Excel.

The Fine Print

- Your compensation includes a competitive base component in addition to a discretionary, variable component to reward you for reaching your goals.
- You will also be eligible to participate in retirement savings program whereby BOMA Canada will match your RRSP contributions up to five percent of your base salary.
- BOMA Canada also offers a generous, high-end benefits package for its employees.
- In addition to ample vacation, BOMA Canada also typically shuts down for the winter holiday period (though some year-end work can occur then); we close early on Fridays from Victoria Day to Labour Day, if the workload permits; etc.
- Our organization has an informal culture and has adopted a hybrid work environment, with some flexibility to work from both home and from our downtown Toronto office.
- BOMA Canada employees must be fully vaccinated against COVID-19. Accommodations would be considered only for candidates who unambiguously qualify for vaccination exempt categories as determined by public health authorities.

Consistent with our values and our own commitment to leading diversity, equity and inclusion efforts for the commercial real estate industry, BOMA Canada particularly encourages applications from individuals who are a part of groups that have been underrepresented in roles such as this one and we will take all reasonable steps to ensuring that this process, and the culture which you may join, will be accommodating.

If you are interested in this opportunity, please send your résumé and a cover letter to jbouchard@bomacanada.ca

Due to the volume of applications, we receive, only those candidates selected for interviews will be contacted.



About BOMA Canada

The [Building Owners and Managers Association of Canada](#) is a not-for profit industry association with over 115 years experience representing the Commercial Real Estate (CRE) industry in Canada. We connect, resource and elevate CRE through such services as professional development, green building certification, advocacy, thought leadership, research, standard setting, networking, celebration and fun.

As the voice of the CRE industry with a strong business culture, our organization is comprised of over 3,500 members and eleven independent local associations. Representing over two billion square feet of commercial space, BOMA members include building owners, developers, facility managers, asset managers, property managers, building operators, leasing agents, brokers, investors, and service providers. Members represent large and small Canadian and international commercial real estate firms and vendors into the industry. Our stakeholders extend beyond the formal membership to include government, other industry associations, other non-profits, charities, partners in other countries and more.

BOMA Canada is a mission-driven organization focused not only on the financial success of our members, but also on their environmental, social and governance success. Current major initiatives revolve around sustainability; equity, diversity and inclusion; accessibility; health and wellness; and more. We are a small and dynamic team that gets things done.

The growing BOMA Canada staff is a dynamic team of about 25 self-starters and is headquartered in downtown Toronto. Currently we have adopted a hybrid work model, with our staff being in the office three times a week and working from home the rest of the time. Our working language is English, but we provide services in French and, increasingly, in Spanish.

Thank you for your interest!