



## **Marketing & Communications Coordinator/Customer Service Representative (full-time)**

Attainable Homes Calgary (AHC) is a non-profit, social enterprise, created and owned by The City of Calgary. At AHC, we believe homeownership provides housing stability, security, and flexibility; and we believe moderate-income Calgarians deserve access to all these things. For ten years, we have bridged the affordability gap for nearly 1,000 Calgary families who otherwise could not enter the market, establish home equity and move through the housing continuum.

The position of **Marketing & Communications Coordinator/Customer Service Representative (CSR)** reports dually to the Director of Marketing & Communications and the Director of Sales. You and the directors will work together as a high-performing team. The position is a hybrid of two roles needed here at AHC. We are looking for a dynamic personality to respond to new- and existing-client inquiries while also performing routine marketing activities.

### **Marketing & Communications Coordinator Responsibilities**

As Marketing & Communications Coordinator, you will be responsible for creating messaging to increase awareness of our program as well as engage prospective buyers. We are looking for candidates with creativity combined with excellent writing skills such that you can create messaging that engages readers rapidly scrolling through “noise” on their mobile phones. You are an appropriate candidate if you are deadline-driven, attentive to details, and willing to take on a task list and grind your way through it – all with a smile on your face because ultimately, our hard work sees more deserving people boosted into homeownership. You are a self-starter and can adapt to shifting priorities. You are confident in your ability to think creatively, strategically and independently problem solve to achieve excellent results.

#### **Roles and Responsibilities**

- Liaise and direct contractors including graphic designers, external agencies and print shops to provide accurate and effective material.
- Manage social media accounts for stakeholder engagement: listen to conversations with various program partners, relevant housing organizations and other associated stakeholders. Write posts in a professional manner, but with a casual flair.
- Utilize social media for marketing purposes; harness your creativity to develop posts that result in high engagement.
- Coordinate education presentations with community groups and other potential purchasers with an aim to eventually deliver the presentations.
- Coordinate events such as media events, education sessions, sales launches and other functions as needed.
- Design public-facing property posters and other signage.
- Strategize on unique ways to connect with potential buyers.
- Edit content on website.
- Other duties as needed.



## **CSR Responsibilities**

As Customer Service Representative, you will be the first line of response and effectively the face and voice of AHC, whether in person or through various communication channels. We are looking for an outgoing personality – someone who conveys confidence and is willing to pick up the phone to follow-up on potential leads. While converting leads to sales is the responsibility of our sales team, we will ask you to connect with clients by phone from time to time.

### **Duties will include:**

- Welcome guests to our head office including members of the public inquiring about our program.
- Answer inquiries via phone, email, live chat, email, and social media. Every interaction must be managed with a high level of professionalism with an intention to glean information from clients to move them to the next step in the sales process by referring them to the appropriate AHC representative.
- Create client records by recording information through Customer Relationship Management (CRM) software.
- Stay current on AHC housing products and locations.
- Field calls from existing homeowners and direct inquiries to appropriate AHC staff.
- Provide relief coverage in Sales Presentation Centres from time to time as needed.
- Deliver group education sessions to new client registrants (approximately twice per month). Support the sales team with customer service and issues management as required.
- Other duties as needed.

## **Overall Qualifications and Experience**

- Degree or diploma in marketing, communications, public relations, advertising
- Three or more years' experience in marketing, sales or related field
- Familiarity with real estate sales an asset but not necessary
- Excellent writing/editing skills (both business and social media casual)
- Experience and ease with social media management software such as Hootsuite
- Experience using design software an asset.

Submit resumes to [marketing@attainyourhome.com](mailto:marketing@attainyourhome.com)

**Deadline:** End of Day August 30<sup>th</sup>, 2019