

POSITION: **MARKETING ASSISTANT**

LOCATION: **Winnipeg, MB**

ABOUT TRIOVEST

Triovest is one of the largest privately owned, fully integrated commercial real estate advisory and capital firms in Canada with over \$9 billion of assets under management and \$4 billion in active development. We believe that the quality of our people directly impacts the quality of our work, therefore we place a high value on attracting and retaining exceptional individuals. Triovest fosters a values-based culture and dynamic work environment with opportunities for growth and advancement.

The successful candidate will be expected to consistently conduct themselves in alignment with Triovest Core Values of:

- **Teamwork**
We communicate and work together to offer excellent service to our investors, clients, tenants, colleagues and shareholders to achieve our goals. We do not let individual roles and responsibilities get in the way of team spirit and collaboration.
- **Results**
We get the job done efficiently and take pride in the quality of the work we produce. We embrace service excellence, agility and innovation to deliver results and create value for our investors, clients, tenants, colleagues and shareholders. We respond to change in a positive way.
- **Integrity**
We always do the right thing. We are impeccable with our word and communicate with honesty, respect and courtesy. We operate in an environment of transparency and professionalism.
- **Own It**
We take responsibility for our actions and are willing to be held accountable. We will apply discipline and reason to every decision. We provide those around us with clear and constructive feedback. We learn from our experiences and search for continuous improvement.

Our Vision

Triovest will be recognized as the entrepreneurial leader in institutional real estate driving superior returns by combining local intelligence with deep expertise.

Our Mission

We create sustainable places that enhance communities and enrich relationships.

POSITION OVERVIEW

As the Marketing Assistant/ Graphic Designer, you will be responsible for marketing tasks including the creation/graphic design of marketing collateral (print and electronic). You will provide expertise in the design, production and distribution of marketing materials to ensure projects are completed on time and within budget. You will work closely with the Director Leasing & Marketing to ensure that initiatives and deliverables meet our objectives and culture.

KEY RESPONSIBILITIES:

- Assist in planning annual marketing program & develop and monitor the marketing budget.
- Create & coordinate advertising programs, market research and marketing material.
- Manage the marketing activities by working with outside vendors and community groups to maximize the marketing opportunities for the property.
- Measure the effectiveness of marketing programs against desired results.
- Coordinate, create and update directory signage, newspaper, website, social media posting and contests.
- Develop tenant events and take advantage of marketing opportunities.
- Arrange for bi-annual traffic counts and compare with prior years.
- Work with Director Leasing to present innovative ideas for marketing properties and make recommendations for change.
- As required assist with preparation of leasing RFP's ensuring a fulsome and professional property package is compiled and delivered.
- In coordination with Head Office marketing team, prepare brochures, signage for leasing program.
- Prepare and distribute Broker Availability Reports and other marketing reports.
- Prepare correspondence to tenants, brokers and marketing vendors.
- Use the principals of good design, layout, colour theory, and typography, craft creative design solutions that engage, inspire and educate our customers when creating graphic design for marketing collateral.
- Assist with the coordination and logistical planning of all related marketing initiatives including events; promotional materials, etc.
- Incorporate different elements (photography, illustrations and copy) together into a well-designed, coherent and effective message.
- Ensure all artwork is press-ready for print production and liaise with print vendors and suppliers to discuss job requirements file preparation, timelines as well as review/approve printer proofs before final print production.
- Assist with the planning of and Triovest's participation in internal/external conferences, tradeshow and other company/industry events.
- Participate in concept and development stage working with clients and vendors providing mock-ups for approval and quoting purposes.
- Review invoices for accuracy and redirect to managers or accounting department.
- Assist with the maintenance of social media sites.

QUALIFICATIONS:

- Post-Secondary education in Marketing, Advertising and/ or Graphic Design.
- Minimum of 2 years' experience in Marketing and/ or Graphic Design.
- Strong proficiency in Adobe Creative Suite (Photoshop, InDesign and Illustrator).
- Advanced MS Office Skills.
- Exceptional organizational skills and high attention to detail.
- Creative, with strong design capabilities producing results at a consistently high standard.
- A passion for keeping up on emerging technologies and new media.
- Strong prioritization skills with the ability to work independently and meet deadlines are critical.
- A dedication to providing exceptional service, every day.



- The ability to adapt to change in a positive way and deliver successful results within a given time frame.
- A team-oriented approach to meeting goals and objectives.
- A willingness to admit mistakes and easily digest constructive feedback, using it as a learning opportunity.
- The ability to perform with exceptional integrity, always striving to do the right thing and help to create an environment built on trust, honesty and respect.

Accommodation for applicants with disabilities during the recruitment, assessment, and/or selection process is available.

TrioVest is an equal opportunity employer and we are committed to providing an inclusive and accessible environment, where everyone feels valued and respected.

If you are an interested professional looking to apply for this position, please visit the Careers page on our website at www.triovest.com.