



UNIT 633 - 5960 NO 6 ROAD | RICHMOND | BC | V6V 1Z1
604.278.0912 | F 604.278.4628 | INFO@CAPEGROUP.CA

Marketing Intern

About Cape

The Cape Group is a three-generation, family run, fully stacked, and vertically integrated real estate and development company, operating since 1956. With more than 60 years of experience, we are known within the industry as a group you can count on. We develop high-quality projects that complement the vibrancy of neighbourhoods, whether it is working with landowners, institutions, or home buyers, we listen and deliver. From high-rises to warehouses, office buildings to master planned communities, our dedication to building quality and building relationships is at the forefront of everything we do.

The opportunity

The Marketing Intern will work directly with the Marketing Manager in the execution of marketing strategies for the corporate brand and all development projects.

Responsibilities:

- Supporting marketing project development under the direction of the Marketing Manager.
- Determining the feasibility and profitability of new market or existing campaigns.
- Assisting the Marketing Manager with the implementation of online marketing strategies through social media accounts.
- Giving ideas, recommendations, and plans to contribute to the optimization of marketing strategies.
- Researching, analyzing and summarizing market trends.
- Studying competitors market behaviour and strategies.
- Keeping up-to-date on industry activities, trends and events.
- Award application feasibility and writing.
- Project sales contract administration as needed.
- Monitoring and maintaining promotional materials inventory, when necessary.
- Researching and reporting on potential strategic relationships.

Requirements:

- Currently enrolled in a post graduate program preferably in marketing, sales or communications
- The ability to work as a team as well as independently
- Professional demeanor with a can do attitude
- Mid-level working knowledge of MS Outlook, Excel, Word
- Knowledge of Photoshop, Illustrator or any other graphic design programs as asset
- Knowledge of Wordpress an asset
- Excellent written communications skills

Compensation:

- Hourly wage to commensurate with experience

Next Steps:

Employment Start Date: March 2019

Please send resume to the attention of Jennifer Ryan- Jennifer.ryan@capegroup.ca

Selected candidates will be notified for an in-person interview