



Community Engagement Ambassador

We are recruiting for a full time Community Engagement Ambassador

AQUARA by element is a senior living community located in the Victoria harbourside Songhees community at the Corner of Kimta and Tyee Roads. Our location is ideal for our intergenerational vision for aging-in-place. Aquara offers the opportunity to purchase or rent in a community where you can live independently, stay in the same unit for supportive living, or move into licenced care for 24/7 registered nursing care. Young 65+ retirees can enjoy their lives fully during their active years while having complete peace of mind knowing they will not have to move again due to increased care needs over time.

Reporting to the Manager of Sales, Leasing and Marketing, this position is responsible for the following:

Relationship building with seniors and their families

Coordinate activities related to marketing, communications and public relations

Leading community engagement, communications and stakeholder management

Active Community Outreach:

- Build awareness and interest in Aquara by bringing seniors and their families together in intimate “kitchen table” style settings in target market areas
- Build, coordinate and advertise ongoing program of seminars as information resource to seniors and their families
- Provide ongoing updates to resident and business neighbours and the immediate area

Cultivate future resident champions for Aquara

Build, coordinate and conduct focus groups; compile, analyse and report ideas and findings for the development of Aquara lifestyle programs

Regular collaborative meetings with AQUARA Sales and Leasing Team, and Element’s VP, Brand Development and Communications;

Ensure community engagement programs align with the annual sales & marketing plan/budgets, and deliver optimal impact and cost effectiveness with all marketing initiatives and campaigns;

Create and manage the monthly and annual sales & marketing plan/budgets, ensuring optimal impact and cost effectiveness of all marketing initiatives and campaigns;

Book advertising and news releases, build and execute marketing campaigns

Coordinate, implement, and execute aspects of the marketing strategy and its corresponding budget including traditional and non-traditional media, public relations, social media and membership engagement activities.

Oversee and collaborate with the VP, Brand Development & Communications, on all aspects of the digital strategy including writing and editing content for social media, blogs, press releases, and newsletters.

Oversee the website including producing content and maintaining the events calendar.

Oversee, analyse and report on relevant media activity.

Developing working relationships with industry and community peers by actively networking.

With the VP, Communications & Brand Management, and Sales, Leasing and Marketing Manager take the lead in the annual marketing plan and budget, and the monthly monitoring of expenditures to ensure financial resources are utilized in the most fiscally responsible manner.

Administrative duties not limited to: setting up and streamlining administrative systems, managing deposits and contracts, managing the CEA database, updating conveyancing reports and sales/leasing reports to meet lender requirements, maintaining information packages and other collateral.

Other related duties that support the objectives, goals and success of Aquara

Key Skills:

- Strong communication skills in English, including writing, editing, and proofreading
- Professional and friendly interpersonal skills working with seniors
- Strong knowledge of MS Office Suite
- Excellent organizational and planning skills
- Strong project management and time management skills
- Knowledge and understanding of current trends in digital media/social media
- Self-motivated with a positive and professional approach
- Good problem-solving and critical thinking skills with a solution focused approach to challenges
- Background in social media marketing and outreach (blogs, social networks, posts, etc).

For more information or to apply in confidence, please contact:

Erin Van Zant 778-951-5409, erinvanzant@elementliving.com