



ARMOUR GROUP

ESTABLISHED 1972

Strong work ethic. Strategic thinker. Team player

Does this sound like you? If so, this position may be for you

The Armour Group Limited is one of the leading real estate development and construction companies in Atlantic Canada. With its dedicated team of professionals, The Armour Group Limited continues a proud history of creating a sense of place in Nova Scotia – carefully designing, developing, constructing and operating some of our region’s most iconic buildings including the Queens Marque District, Muir Hotel, and Modspace Atlantic. With more than 50 years of history locally, this family-owned firm remains committed to a principled approach to development, ensuring that our buildings are environmentally sustainable and integrated into the communities they serve. If you share our values and would like to work with skilled professionals, Armour is presently seeking a **Marketing Manager** to join our growing team from our downtown Halifax location.

As a Marketing Manager at The Armour Group Limited, you will be responsible for overseeing marketing initiatives across multiple sectors, including hospitality, residential, and corporate. Reporting to the Director of Marketing, you will play a pivotal role in developing and executing strategic marketing plans for iconic properties such as Muir Hotel, Queen's Marque district, Delta Dartmouth, Historic Properties, Modspace Coworking space, and more. The ideal candidate will possess strong leadership skills, creative flair, and proficiency in social media management and graphic design tools.

As Marketing Manager, you’ll get to:

- Develop and implement comprehensive marketing strategies to drive brand awareness and promote properties within the hospitality, residential, and corporate sectors.
- Collaborate with internal stakeholders, including property managers, sales teams, and executives, to align marketing efforts with business objectives and target audience needs.
- Lead the planning and execution of social media marketing campaigns across various platforms, including but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- Create engaging content, including written copy, graphics, and videos, to support marketing initiatives and engage target audiences.
- Monitor and analyze social media performance metrics, providing regular reports and insights to optimize campaign effectiveness and drive engagement.

- Design and prepare presentations, collateral materials, advertisements, and promotional materials using graphic design software such as Canva or Adobe Creative Suite.
- Manage marketing budgets and allocate resources effectively to maximize ROI and achieve marketing goals.
- Stay abreast of industry trends, competitive landscape, and emerging technologies to identify new opportunities for marketing innovation and growth.
- Collaborate with external agencies, vendors, and partners to execute marketing campaigns and initiatives, ensuring deliverables are met on time and within budget.
- Act as a brand ambassador for The Armour Group Limited, maintaining brand consistency and integrity across all marketing touchpoints.
- Provide guidance and mentorship to junior marketing team members, fostering a collaborative and high-performing work environment.

What we're looking for:

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field
- Minimum of 5-7 years of progressive experience in marketing, with at least 3 years in a managerial or leadership role.
- Strong interest in hospitality marketing, residential real estate marketing, and corporate branding principles.
- Demonstrated experience in developing and implementing successful marketing strategies across multiple sectors.
- Proficiency in social media management, with a proven track record of driving engagement and growth on various platforms.
- Excellent graphic design skills, with experience using tools such as Canva, Adobe Creative Suite, or similar software.
- Solid project management skills, with the ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Strong analytical skills, with the ability to interpret data and insights to inform marketing decisions and optimize campaign performance.
- Excellent communication skills, both written and verbal, with the ability to articulate ideas clearly and effectively to diverse audiences.
- Creative thinker with a passion for innovation and a drive for continuous improvement.
- Team player with strong leadership capabilities and a collaborative approach to problem-solving.
- Flexibility to adapt to changing priorities and business needs.

What's in it for you?

- Comprehensive benefits package including Health and Dental Benefits, LTD and Life Insurance
- RRSP's
- Paid vacation days
- Paid sick days

- Bonus potential
- Rate discounts at all Marriott properties worldwide
- Employee Assistance Program
- Continuing education support
- Discounts at selected Queens Marque restaurants
- On-site fitness facilities
- Company events and parties
- Opportunity for internal career growth
- Working along side a collaborative team of likeminded individuals

As Armour Group is a family organization, we value our employees and their well-being. If you would like to join an organization at which you can **have work life balance, career growth, long term job stability, and an opportunity to positively contribute to the Maritimes**, this position may be for you!

Qualified applicants are invited to submit their resume and cover letter to hr@armourgroup.com. The Armour Group Limited is an equal opportunity employer. While we thank all applicants only those selected for an interview will be contacted.