



Title: Social Media Coordinator

Location: 1300 EPCOR Tower, 10423 101 Street NW

At Qualico Properties, our people make the difference. We offer an exciting place to build your career with competitive compensation and benefit packages, company matching RRSP/DPSP program and employee home purchase program.

Job Overview

Reporting to the Marketing Manager, as the **Social Media Coordinator** you will showcase the brand and products through content creation on social media platforms. You support the execution of our social media strategy, improvement of our online presence, and increase of our brand's engagement with our followers.

Your day-to-day responsibilities will include:

- Creating, editing, and managing content for all of our brands (Qualico Properties, EPCOR Tower, The Switch, Station Lands) on our primary social media platforms (LinkedIn, Instagram, Facebook, and TikTok). Maintain profiles, promotions, initiatives, and other communication on platforms.
- Developing and maintaining a content calendar to keep posts consistent across platforms and aligned with campaigns, events, and regional program.
- Customizing content strategies to fit each platform's unique features and audience, ensuring content is optimized for platform-specific engagement.
- Conducting site visits to properties and regional offices (Calgary, Winnipeg, & Edmonton) to gather information to prepare descriptions, photos and videos for social media content.
- Monitoring, analyzing and reporting content performance using analytic tools to improve future content creation and reporting results.
- Creating visual media content, short and long form video showcasing the features, design, and quality of properties and communities.
- Interacting with our audiences through our social media platforms in a respectful and professional manner.
- Researching industry trends, customer needs, and competitor activities to inform content creation. Staying up-to-date with emerging content formats and trends and integrating them into the company's content strategy
- Collaborating with in-house Marketing team members and external agencies or contractors, developing content ideas to increase reach, engagement and following across multiple social platforms.
- Managing Google Business pages for all properties.
- Assisting the in-house Marketing team with design, photography, and video projects.

As our ideal candidate, you are...

- A strong communicator; you clearly express your thoughts in conversation and in written communication.
- An active listener; you seek to understand and listen to others in a non-judgmental way.
- Mindful; you respect diversity and deal with sensitive situations using high degree of integrity.
- Excellent service oriented; you handle relations with customers, internal and external parties with tact and diplomacy.
- A creative problem solver; you think outside the box for solutions without fear of failure.

Essential Requirements

- High School Diploma, or equivalent.
- Minimum 1 year of marketing experience.
- Valid driver's licence and access to a reliable vehicle.
- Satisfactory verification of criminal record check.
- Proficient in Microsoft Office programs (Outlook, Word, Excel, Teams, SharePoint, and PowerPoint)
- Proficient in using and curating content for social media platforms, including LinkedIn, Instagram, and Facebook and social scheduling platforms for executing content calendars
- Proficient in the Adobe Suite (InDesign, Photoshop, Lightroom, Premiere, Illustrator) or other photo and video editing software and Canva.
- The ability to design new templates and graphics while following pre-existing brand guidelines.

Preferred Qualifications

- A degree/diploma in Marketing, Communications, or an equivalent field is an asset.

What We Value

- Creating trusting and successful working relationships.
- Setting clear, measurable and achievable goals.
- Cooperating with team members in an open, positive and respectful manner.
- Staying current with technical job skills.
- Consistently meeting customer expectation.
- Taking responsibility for the outcomes of decisions and actions.

Work Conditions

You primarily work in an office setting during regular business hours with visits to regional office, show homes and communities. Overtime may occasionally be required.

About Us

Since 1951, Qualico has grown from a small residential developer to one of the largest privately held development companies in western Canada.

As part of Qualico, a fully-integrated real estate company with seven decades of experience, we work alongside experts in community building, home and multifamily builders, and manufacturers of building materials. Together, we're able to integrate our properties into the communities we build and collaborate to increase the density around our sites.

Through it all, we prioritize the people who use our spaces, whether they're customers, or people collaborating in an office setting.

We consider their aspirations and strive to improve their overall experiences. Through the lenses of development (what we build), leasing (who we invite into our sites), and property management (how we support our tenants) we work alongside the rest of Qualico to build a better city: one that facilitates connections and brings people together. Find out how we're working towards building better cities. For more information, click [here](#).

Qualico welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

Candidates being considered will be contacted. We thank you for your interest. Join our [Talent Community](#) to stay up to date on job opportunities and to find out why we have the best reason to come to work every day.

Closing Date: October 22, 2025

[Apply here](#)