

Marketing Coordinator

Genesis Builders Group – Calgary, AB

APRIL 2026

Company Overview

Genesis is a Calgary based award-winning land developer, creating innovative and successful communities in the Calgary Metropolitan Area, and is also a residential homebuilder through its subsidiary Genesis Builders Group. Genesis is committed to supporting its communities through partnerships like the Genesis Centre of Community Wellness and Genesis Place Recreational Centre. The Corporation's common shares are listed on the Toronto Stock Exchange (TSX: GDC).

At Genesis we believe in the power of relationships. We take pride in our work and our organization. We dare to dream and above all, we value integrity. We offer competitive wages, one of industry's best health & benefit packages, continuing education reimbursements, and career growth within the Genesis team.

Position Title: Marketing Coordinator
Reports To: Marketing Manager, Home Building
Job Type: Full-Time Permanent
Location: Calgary, AB

The Marketing Coordinator is an integral part of the Genesis marketing team. The successful candidate will have an established track record in marketing, be technically proficient, and flexible with taking on, learning, and adjusting to all new tasks assigned.

Role Responsibilities

- Support Land and Builders' Marketing departments in day-to-day tasks and objectives.
- Support all departments through Genesis with creation, ordering and distribution of marketing materials.
- Assist in developing & executing Genesis' marketing plan.
- Responsible for entering traffic, demographic and sales data for reporting purposes.
- Monthly Community and show home visits and audits.
- Timely website updates.
- Create organic social media posts and collaborate with agency and content creator on strategy.
- Monitor social media activity and flag anything that needs to be escalated.
- Support the sales department with creation of area specific marketing materials.
- Coordinate grand openings/events and appearances.
 - Attend and assist at grand openings and events.
- Work in collaboration with sales and marketing and provide ideas and input to help promote the brand or campaign in new ways.
- Coordinate with external vendors and consultants.
- Order and distribute uniforms as required.

- Attend weekly sales and marketing calls with each community.
- Conduct market research.
- Other duties as assigned.

Competencies and Skills Required:

- Marketing degree or experience preferred.
- Real estate experience considered an asset.
- Knowledge and utilization of AI considered an asset.
- Hubspot knowledge considered an asset.
- Attention to detail, and problem-solving skills are considered an asset.
- Proficient in MS Office and general computer skills required.
- Technologically inclined, ability to learn new digital tools and platforms quickly.
- Graphic Design skills preferred.
- Ability to work independently and within a team.
- Flexible and Adaptable – responds quickly and effectively to change in a fast-paced environment.
- Interpersonal Communication – fosters open, effective, and timely communication through all channels within and outside the organization.
- Team player – Functions effectively as part of a group. Respectful of people's opinions and decisions and contributes to overall team objectives.

Working Conditions

- This position works regular business hours Monday – Thursday 8:00 am to 5:00 pm and Friday from 8:00 am to 3:00 pm.
- This position requires some weekend hours (show home openings & events).
- Valid driver's license and access to a vehicle is required.
- This position will report to the Marketing Manager of the Builders division.

All interested and qualified applicants please apply by sending your resume to **Human Resources Department** at careers@genesisbuilds.com with the subject line “**Marketing Coordinator**”.

We thank all applicants for their interest; however only those selected for an interview will be contacted. No telephone or agency inquiries please.