

## BUSINESS DEVELOPMENT & MARKETING ADVISOR

At Acres Enterprises, we believe people aren't just looking for jobs, they're in search of a lifestyle and culture that empowers, inspires, and fosters growth. That's why our collaborative and supportive work culture is at the heart of our success. It's the reason our team members choose to build their careers with us, while making an impact in the industry and the community at large.

At Acres, your growth is our priority. We offer an environment where there's an emphasis on both professional development and work-life balance. With benefits such as performance-based incentives, paid Acres Days, and opportunities to engage with the community, we ensure you're supported both personally and professionally.

Inclusion and diversity are central to our hiring philosophy. We value unique perspectives, implement equitable practices, and strive to create accessible opportunities where everyone can thrive. When you join Acres, you become part of a team dedicated to innovation, community impact, and shaping the future of the construction industry.

Our talented team of professionals, with varied subject matter expertise, can take a project from concept to completion. With over 600 years of combined construction experience and the use of cutting-edge technology, Acres is committed to bringing our clients' projects to market on time, on budget, and at the highest quality.

Watch the video [here](#) to discover the Acres Difference and start your next career adventure with us.

**JOB TYPE:** Full-time, Permanent

**LOCATION:** Kamloops or Kelowna, BC

**SALARY RANGE:** \$65,000 - \$80,000 Annually

### THE ROLE:

The Business Development & Marketing Advisor leads the implementation of cultural engagement objectives to contribute to the organization's purpose and deliver strategic outcomes. This position has a key role as the ambassador for organizational culture and values, ensuring they are visible and embedded in our communications.

## RESPONSIBILITIES:

### Department Participation

- > Seek out and organize external events for business development and recruitment purposes.
- > Participate in Corporate Services meetings to review internal/external communication goals, initiatives, priorities, and growth strategies.
- > Stay current on trends and developments within the industry, in addition to best practices for marketing, communications, and public relations.
- > Create and publish job postings on relevant hiring platforms, and promote opportunities to join the team.

### Business Development & Communications

- > Lead the design of corporate proposals for tenders, bids, and negotiated projects.
- > Create, maintain, and organize supporting materials for submissions, while upholding a high standard of quality.
- > Assist in the development, implementation, and maintenance of internal communication channels.
- > Identify and action internal communication hurdles.
- > Manage Acres' website and social media accounts.
- > Establish and maintain positive public relations with new and existing clients, communities, and the public.
- > Track social media and communications performance, with a report on insights quarterly.
- > Maintain the relevance of the Acres website and support improvements to website functionality.
- > Prepare and disseminate press releases to appropriate media that reinforce Acres' corporate presence and branding.
- > Pursue speaking and presentation opportunities in alignment with Acres' marketing strategy and effective public relations.

### Marketing Management

- > Develop annual corporate marketing plans that align with business growth goals.
- > Order and maintain an inventory of promotional materials within an approved budget.
- > Manage relationships with external vendors for brand materials and campaigns.
- > Enhance corporate promotional materials for business development initiatives.
- > Receive, review, and lead sponsorship requests.
- > Create and publish monthly LinkedIn newsletters to increase brand and business development visibility.
- > Plan frequent site visits to build a content library showcasing the people, operations, and technology at Acres.

## CANDIDATE PROFILE:

- > Marketing/Communications degree or diploma is an asset.
- > 5+ years of experience across marketing, communications, social media, and public engagement.
- > Strong writing and editing skills across proposals, reports, web, and social media content.
- > Experience planning and delivering internal and external communications.
- > Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- > Ability to create clear, engaging materials from technical or detailed information.
- > Experience managing social media platforms and content calendars (experience with HeyOrca is an asset).
- > Comfortable updating website content using CMS platforms (Acres uses WordPress).
- > Strong organization and time management skills, with the ability to handle multiple deadlines.
- > Strong interpersonal skills and ability to build working relationships across teams.

## MISSION, VISION & VALUES:

- > **Mission** - We strive to achieve the highest standard of construction while continually exceeding our clients' expectations. Strong relationships with partners and clients are vital to our organization's success, and we value integrity and fairness in all our business dealings.
- > **Vision** - We are a talented team of diversified, tech-savvy, construction professionals who continually challenge the status quo. We innovate around traditional challenges to create opportunities, leveraging new technologies to achieve continuous advances in construction practices.
- > **Values** - Core values are our Acres rules that we live by — the fundamental values exercised by our employees, personally and professionally. We are **Ambitious, Competent, Respectful, Engaged, and Supportive (ACRES)**. These values are reflected in our business practices, our partners we work with, and involvement in the communities we live and work in.

## ACRES PERKS:

- > Highly competitive wages and comprehensive benefits
- > STIP (short term incentive plans) & LTIP (long term incentive plans)
- > A positive work-life balance, including paid Acres Days
- > Employee & Family Assistance Program
- > Training & Professional development
- > Trade/skill certifications
- > Community involvement initiatives
- > Referral program (Increased compensation incentives for both the referred and referring employee)
- > Return to work bonuses

We're here to support you! If you need assistance or have specific needs during the application process, please reach out to our Human Resources Department at [hr@acresenterprises.com](mailto:hr@acresenterprises.com).

We welcome applications from everyone as an equal opportunity employer and appreciate your interest in joining our team. Be sure to review the application requirements for each position before applying. Only candidates selected for the recruitment process will be contacted.

Ready to apply? Submit your application online at [acresenterprises.com/careers](https://acresenterprises.com/careers)