



Director, Leasing & Resident Experience, Multi-Family

ONE Properties (“ONE”) is a privately-owned, leading integrated real estate investment firm that develops and manages a range of high-quality assets across Canada. Since 1987, ONE has been creating value, empowering businesses and defining communities through its people, partners and properties. With more than 120 employees across offices in Edmonton, Calgary and Toronto, ONE leverages expertise in a range of asset classes, including Industrial, Multi-Family Residential, Retail, Office and Mixed-Use real estate to create value through acquisition, development, leasing, asset management and property management. With over 48 million square feet developed or under development, including the second-largest real estate development in North America, and almost 20 million square feet under management, ONE applies industry fundamentals and a track record of excellence in execution in combination with proven analytics to deliver compelling returns for its partners.

Based in Calgary or Edmonton, reporting to the Vice President, Property Management and working closely with ONE’s Marketing team, Division Heads and agency partners, the Director, Leasing & Resident Experience, Multi-Family (the “Director”) will provide dedicated leasing and marketing support to ONE’s Multi-Family Residential business and will play an integral role in supporting ONE’s ambitious growth plans in major Canadian markets. Bringing purpose-built rental Multi-Family real estate market expertise and extensive knowledge of the agency world, the new Director is the central liaison among ONE’s Development, Property Management, Leasing, Operations and Marketing teams and its third-party agencies. The incoming Director leads all aspects of Leasing and Resident Experience programs, including research, planning, on-the-ground execution, communications and reporting, for ONE’s Multi-Family Residential and Mixed-Use properties under development and management across Canada.

Passionate about real estate, the Director, Leasing & Resident Experience, Multi-Family has experience successfully undertaking and translating residential real estate market research into actionable leasing and marketing programs. The Director develops and implements successful multi-channel branding, advertising and promotional campaigns, hires and manages diverse agencies, plans and oversees leasing and Resident Experience events, develops and executes communications and resident retention strategies, measures and reports on the impact of their leasing and Resident Experience initiatives, contributing to the revenue management and pricing process for ONE’s Residential business across the country. Working in both an oversight and hands-on capacity in direct partnership with ONE’s property-based leasing teams, the Director will leverage ONE’s track record of success to stand out in the competitive Multi-Family Residential real estate market by leading the development of compelling property brands and contributing to exceptional experiences that attract and retain residents who continue to renew year after year.

Productive and high energy, the successful Director thrives in an entrepreneurial environment. Creative, detail oriented with exceptional communication and relationship-building skills, this adaptable Director can successfully manage several dynamic projects simultaneously with the right balance of enthusiasm and drive. Highly persuasive, the Director, Leasing & Resident Experience, Multi-Family understands how to communicate ONE’s unique value proposition to distinct audiences in a way that inspires investment partners, purchasers and residents to choose ONE in highly competitive marketplaces. The incoming Director, Leasing & Resident Experience, Multi-Family will have 5+ years of leasing management experience in Residential real estate development, ideally in leasing for purpose-built rentals. Experience in MS Office and professional management of social media platforms are all valuable assets. This is an exciting opportunity for an accomplished Residential real estate Director, Leasing & Resident Experience, Multi-Family to support ONE’s continued growth in 2021 and for many years ahead.



How to Apply

If you are interested in further exploring this exciting Director, Sales & Resident Experience, Multi-Family opportunity with ONE Properties, please provide **your resume and a detailed cover letter** that highlights your background and connects the dots between your business and leadership experience and the key competencies outlined in this Position Profile, and let us know why serving as the Director, Sales & Resident Experience, Multi-Family at ONE resonates with you. **Please address your cover letter to *Lisa Heidman, Founder and Chief Executive Officer, Arlington Partners International* and *The ONE Properties Selection Committee*** and send your confidential materials directly to Lisa Heidman at lisaheidman@arlingtonpartnersinc.com. We look forward to exploring your candidacy.