

Administration & Marketing Director

The Daily Agent Real Estate Brokerage Ltd.

Real Estate - Just Different

Are you an **experienced professional** looking for an opportunity to be part of a new brokerage concept. Refining and building efficient client, agent and internal workflows and activities. Do you want to offer something unique and valuable.

This role will require someone who is a builder and is flexible. While we grow our first Brokerage the Administration & Marketing Director will guide and train our agents and brokerage team members in the use of our company systems and the processes to support these systems. The Administration & Marketing Director will be a foundation contact for our Real Estate Agents and assist the Broker of Record in recruitment and building of an administration team. This role will be a key in creating repeatable systems, documents and processes for future expansion.

This position sits at the center of our daily operations. You are the organizational backbone that keeps files moving, marketing fresh and easy, communication clear, and details handled properly. You will work closely with agents, clients and leadership to build and lead a team that ensures clients and agents have the appropriate support and experience smooth, professional and purposeful processes from start to finish.

This is an ideal role for someone who is organized, calm under pressure, detail-oriented, and takes pride in doing things properly.

Why The Daily Agent?

At The Daily Agent, we strive to align client expectations with **transparency, efficiency, and fairness**. We've developed an innovative **pricing model** for residential real estate representation to achieve this.

We want our Brokerage Team Members to have an exceptional lifestyle and income while providing consistent, professional support, service and advice to the Real Estate Agents we work with. Our unique approach provides an opportunity to build a stable career while working alongside real estate agents and clients who appreciate and value your expertise.

- High-support environment designed for clarity and excellence.
- True collaboration between staff, leadership, and agents.
- Culture built to retain great people and help them flourish.
- A leadership trajectory centered on long-term growth and multi-market influence.
- A rare opportunity to build a flagship brokerage — then scale the model to additional markets.

- Growth Opportunity- Once the Waterloo Region brokerage is fully established and operating with excellence, this role is intended to **transition into executive position** focused on brokerage expansion, operational leadership, and multi-market growth.

Key Responsibilities

- Administrative support and onboarding of agents, clients and brokerage team members
- Creation of company and agent marketing materials and templates to maintain branding consistency
- Lead our brokerage in the productive and efficient use of our CRM system
- Management of marketing channels, schedule and content for agents and brokerage
- MLS listing management and support
- Email marketing automation – follow up to prospect, feedback from contracted clients
- File preparation, organization, and compliance support
- Coordinating documents, deadlines, and signatures
- Client communication and follow-up as required
- Supporting agents so they can focus on high-value activities
- Maintaining accurate records and internal systems
- Acting as a reliable point of contact for internal workflows and system use.
- Experience in hiring and building a team
- Comfortable teaching and coaching new team members and delegating responsibilities.
- Assisting the Broker of Record in operations

What We're Looking For

- Strong organizational and time-management skills
- Understanding of real estate brokerage operations and compliance requirements
- Clear, professional communication
- High attention to detail and accuracy
- Comfortable working with multiple priorities
- Solid foundation of social media management and content creation
- Calm, solutions-oriented mindset
- Willingness to learn and grow with the brokerage
- Previous real estate administration experiences an asset
- In depth knowledge of Canva, Microsoft Office Suite and CRM systems.
- Experience outside of the real estate industry considered.

Is This You

Please forward your Cover Letter about where you are at in your career, why your seeking change and what you want to achieve along with Resume to.

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