



Position Title: Marketing Manager	
Region: Field Property	Div./Department: Marketing
Reports: General Manger Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Date Prepared: August, 2016
Job Responsibilities	
<p>Job Scope: The Marketing Manager oversees the day to day Marketing of the field property assigned to drive sales/traffic and NOI growth. The position works closely with and indirectly reports to the Vice President Marketing for corporate strategies and programs.</p> <ul style="list-style-type: none">• Provides the leadership for Marketing the property assigned by ensuring that the appropriate structures, systems, competencies and values are developed in order to meet and exceed the goals of the marketing plan• Owns the responsibility for supporting and activating all consumer promotional concepts, events, services, and marketing programs that drive sales/traffic and NOI growth• Plays a key lead role to activate the local implementation of national marketing platforms and implements any applicable center-specific tourism, community and or local government strategic marketing efforts• Constantly monitors and creates effective social media and digital programs• Manages relationships with the community to develop strong alliances, loyalty, and engagement through media/public relations and strategic partnerships• Measures marketing effectiveness and results through reporting, research programs, and analytical tools• Works with senior managers/executives to align resources in support of marketing plan execution and sales targets• Strives to improve and build upon overall customer services and amenities• Ensures that all brand standards are followed in communication and visuals throughout the common area of the center – in marketing program materials and their supporting channels• Develops strong retailer relations by establishing a thorough understanding of the retailer business, and encouraging retailer participation in center marketing programs• Works in partnership with Business Development to source Sponsorship/Partnership Marketing opportunities• Proactively initiates ideas for testing new marketing channels, campaigns and concepts• Other duties as assigned	
Requirements and Other	
<ul style="list-style-type: none">• Bachelor's Degree• 5 years' marketing experience• Shopping Center experience preferred• Budget, organization, and project management skills to effectively manage multi projects in a fast-paced environment• Excellent verbal and written communication skills• Experience in managing digital/social media platforms• Must be flexible and able to work events and Manager on Duty shifts which may include nights, weekends, and holidays	