



RED DEVELOPMENT, LLC Job Description

Job Title: **Marketing Director**
Reports to: **General Manager**

RESPONSIBILITIES AND DUTIES

Summary

The Marketing Director is responsible for leading the marketing and communication efforts of the shopping center and to achieve the center's goals. These responsibilities include coordinating, overseeing and implementing all aspects of the center's marketing and communications plan including marketing, advertising, public relations, special event planning and ancillary revenue income. He/She will oversee the marketing team including the Marketing and Sponsorships Specialist, Marketing Coordinator and Marketing Intern (when applicable); establish a working relationship with the center staff; RED's corporate teams; contractors, vendors and agencies/freelancers; media; community leaders; and tenants. Additionally, the Marketing Director should implement programs specifically targeted at tourism, promoting the entertainment components of the project and is responsible for the property's sponsorship goals, plus should be proficient in budgeting and sales forecasting.

Essential Duties and Responsibilities

Plan and implement a strategic, overall marketing and communications program for the shopping center.

- Plan and effectively execute an integrated advertising program to enhance tenant sales and generate positive results for the overall success of the center.
- Plan and implement targeted consumer initiatives such as direct mail, shopper incentive programs, and email and printed newsletters.
- Plan and implement center's special events including tenant coordination, entertainment, vendors, decorations and value-added opportunities.
- Coordinate public relations efforts that maintain the center in a favorable light, creates interest in the center, promotes special events, and increases exposure of tenants, builds relationships with key media, and enhances the overall perception of the center.
- Coordinate a community relations program that makes the center an integral part of the trade area and a community resource.
- Maintain center's Web site registered shopper database.
- Assist with center's leasing efforts by maintaining vacant storefronts, generating local leasing leads, and participating in regular leasing and asset meetings.

Position the center as an entertainment destination. Create opportunities to constantly amaze and entertain guests.

Develop and implement opportunities within the regional market to attract tourism and the hospitality industry throughout the West.

Increase, through sponsorships, trade-outs, partnership marketing and merchant involvement, the financial resources for coordinating effective marketing opportunities throughout the center.

Evaluate the effectiveness of key marketing activities in terms of sales results, consumer response, publicity value, tenant success and community support.

Conduct and evaluate primary and secondary research, as needed, to evaluate program effectiveness, assist with planning, assess competition and to be proactive in marketing efforts.

Participate in the development of, administer and maintain the complete, yearly allocated marketing budget, including non-event and non-advertising related items, for the assigned center. Provide sales forecasting, based on available data, for center and pertinent tenants.

Understand and meet legal requirements for special events, vendor contracts, volunteer guidelines, etc., as they pertain to implementing the marketing plan.

Prepare and provide regular verbal and written reports including marketing plan summary, sales updates, public relations value, competitive analysis, traffic counts, etc., to corporate and center management, investment partners and other designated parties.

Develop and implement a tenant relations program that includes, but is not limited to, regular tenant meetings, tenant newsletter, personal calls and visits, customized marketing plans and sales incentives.

Create activity within the assigned center that increases shopper frequency, length of time in the center, and the number of retailers visited while on property.

Assist Leasing as needed through research and marketing efforts in achieving 100% tenant occupancy.

Other duties as assigned.

Supervisory Responsibilities

- Marketing Assistant
- Marketing Coordinator
- Marketing Intern (when applicable)

Provides objectives and goals, evaluates performance and gives interim and annual performance reviews of direct reports.

May supervise non-exempt, exempt or professional employees. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.

Responsibilities may include recruiting, interviewing, hiring and training employees; planning, assigning and directing work; appraising performance, rewarding, counseling and disciplining employees; addressing complaints and resolving problems.

Travel Expectations

May be required to travel for business purposes up to 15% of the time. All properly documented and approved company travel-related expenses will be reimbursed in accordance with RED Development's Travel and Entertainment Policy.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Position requires flexibility in working hours.

Excellent organizational skills.

Flexible outlook towards task management.

Understanding of existing retail offerings, demographics in trade area and regional market.

Proven ability to obtain venue sponsorships

Education and/or Experience

Required: Bachelor's degree with emphasis in marketing, advertising, journalism or business administration. Seven to ten years in retail and/or related shopping center experience, tourism and/or entertainment venues.

Preferred: Certification from ICSC or other professional organization. Previous experience marketing a shopping center with a strong focus on entertainment and tourism/hospitality marketing.

Language and Communication Skills

Strong written and verbal skills.

Ability to write, read, analyze and interpret reports, business correspondence and procedures manuals.

Ability to effectively present information and respond to questions from management, tenants, clients, customers and the general public.

Ability to effectively create and propose sponsorship proposals to local and national companies.

Reasoning Ability

Ability to interpret a variety of instructions furnished in written, oral, verbal, diagram, report or schedule form.

Requires collaboration with other marketing directors and corporate marketing, while implementing programs independently.

Strategic planning and thinking.

Creativity and innovation.

Other Skills and Abilities

Proficient in Microsoft Office applications, Publisher, photo-editing software, budgeting software, asset management software, Web/Internet/e-mail technologies and general computing technology.

Ability to prepare a marketing budget.

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, etc., related to daily job responsibilities.

Ability to negotiate with outside vendors to arrive at working arrangements beneficial to the center and its initiatives.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and a variety of other technology.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms and requires the ability to occasionally lift office products and supplies up to 20 pounds.

Disclaimer

This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee Name Printed: _____

Employee Signature: _____

Date: _____