



RED Development, LLC
Job Description

Job Title: Marketing Assistant
Reports To: Vice President of Marketing
Status: Full-Time/Hourly/Nonexempt

A. RESPONSIBILITIES AND DUTIES

Summary

The Marketing Assistant (MA) provides comprehensive support to the Vice President of Marketing, a range of support for the AZ Marketing team and represents the Vice President of Marketing in interactions both internally and externally. An essential member of the Marketing team, the Marketing Assistant anticipates needs, clears obstacles and seeks opportunities to take ownership of tasks and projects. Responsibilities include assisting with various aspects of the marketing and communications plan including marketing, social media, advertising, public relations and special event planning. Maintains a “world class” level of service to tenants, clients and vendors.

Essential Duties and Responsibilities

Assist the VP of Marketing in planning and implementing a strategic, overall marketing and communications program for the center. This includes, but is not limited to, advertising programs to enhance tenant sales, targeted consumer initiatives, special events, public relations and community relations.

Support the existing tenant relations that include, but are not limited to, regular tenant meetings, tenant newsletter, personal calls and visits, customized marketing plans and sales incentives.

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

Assist the VP of Marketing in the review, approval, and processing of invoices. (i.e., coding per budget, keep on prescribed schedule for timely payment, and assemble all RED required back-up.)

Assist the VP of Marketing in the coordination of sponsorship, entertainment component and tourism programs.

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

Organize and prioritize work to ensure completion of all tasks in a timely manner.

Uses and updates all aspects of AVID, Certify and the MRI system for certificates of insurance, vendors and contractors, tenant contacts, rent rolls, maintenance work orders, and purchase orders.

Administrative

- Provide broad administrative support to the Vice President of Marketing, including preparation of documents, spreadsheets, correspondence and presentations.
- Manage email as requested, control calendars, triage phone requests and arrange travel.
- Track, verify and reconcile invoices, expenses and vacation/sick time for the department.
- Serve as a liaison between the Vice President of Marketing and other executives, department heads, employees and partners. Manage confidential and sensitive information with high-level of discretion.
- Take well-organized and accurate meeting minutes, prepare follow-up documents and distribute work from meetings with minimal oversight. Follow up on assignments and report progress to VP of Marketing.
- Coordinate departmental resource needs, including requests for supplies, equipment and facilities support.
- Ensure thorough and consistent onboarding of new employees and offboarding of departing employees.

Budgeting

- Establish purchase orders and process invoices for VP and Directors in collaboration with Purchasing and Accounts Payable departments.

Event & Meeting Planning

- Plan and organize department events, off-site events and meetings on behalf of the Vice President of Marketing and AZ marketing team.
- Anticipate needs and ensure that Vice President has the background information and resources needed for events and meetings.

Project Management

- Work with the Vice President of Marketing and AZ marketing team on special projects and initiatives as assigned.
- Track and manage timelines for projects and deliverables.

Workflow

- Establish, communicate and follow effective administrative processes.
- Identify opportunities to improve processes and create efficiencies.

B. 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.

Exhibits excellent time management and organizational skills.

Exhibits strong customer service skills.

Demonstrates initiative and reflects a sense of urgency in daily duties.

Exhibits excellent verbal communication skills, personally and via telephone.

Clear and concise written communication skills.

Displays common sense and good judgment when responding to problems and emergencies.

Maintains positive and professional relationships with co-workers.

Develops and maintains a thorough and orderly filing system.

Education and/or Experience

Required: Associates or equivalent from two-year college; 2+ years office clerical experience or equivalent combination of education and experience.

Intermediate computer skills including Excel, Word, Outlook and Internet Explorer.

Preferred : One – two years experience in marketing or retail.

Language and Communication Skills

Strong written and verbal skills.

Remains calm and polite when assisting tenants with problems and emergencies.

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

Reasoning Ability

Requires collaboration with corporate marketing, while implementing programs independently.

Creativity and innovation.

Other Skills and Abilities

Inherent ability and desire for learning and understanding.

Flexible and effective in dealing with changing situations.

Proactively sets and achieve goals beyond standard expectations.

Develop new ideas and insightful approaches to address specific situations.

Work Environment

- This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

- This is largely a sedentary role; however, some filing, lifting is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.
- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.