



RED DEVELOPMENT, LLC Job Description

Job Title: Performance Marketing Manager
Reports to: VP of Marketing
Status: Full-Time
FLSA: Non-Exempt

A. RESPONSIBILITIES AND DUTIES

Summary

The Performance Marketing Manager at RED Development is responsible to design, create, and deliver digital marketing programs to support the growth of the RED Development Arizona developments/shopping centers. Works with the VP of Marketing to support digital strategy initiatives on both AZ properties and non-AZ properties within the RED portfolio. This role requires an in-depth knowledge of RED Development properties, tenants and market goals. Proficiency in graphics, leading digital advertising, social media management and web development is a must. Familiarity with a wide range of field practices, concepts, and procedures. Digital Marketing Specialists rely on judgment in planning and experience to accomplish identified goals.

Essential Duties and Responsibilities

- Design digital media campaigns according to individual properties
- Work as a liaison between property management and leasing
- Coordinate and manage the creation of all digital content such as website, press releases and graphics, videos etc.
- Establish our web presence
- Work to improve our brand presence
- Maintain and manage all social media channels
- Suggest and implement direct marketing methods
- Suggest strategies and methods for improvement to properties
- Regularly track and get insights into competitors' strategies
- Develop and monitor ROI and KPIs with Web Development company
- Track all properties digital analytics
- Event Production
- Stay up-to-date with digital media technologies and latest trends

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.

- Good knowledge of Adobe Design
- 3+ years of experience with visual communication methods
- Experience with web design
- Experience with content management
- Project Management experience



- Sense of ownership and pride in your performance and its impact on company's success
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Event Production and Management

Education and/or Experience

Required: Bachelor's degree with emphasis in digital marketing, advertising, journalism or business administration and or 3+ years of experience in Digital Marketing or related field.

Preferred: Retail and/or related shopping center experience.

Language and Communication Skills

- Exceptional written and verbal communication skills
- Great interpersonal and communication skills
- 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 field marketing 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

Benefits:

- Medical
- HSA Employer Contributions
- Dental
- Vision
- Telemedicine
- Free Life Insurance



- Disability Insurance
- Generous Time Off
- Paid Holidays
- Wellness Program
- 401 k with Employer Match