

Position Summary: *The Field Marketing Manager Midwest is responsible for project managing and implementation of shopping center marketing including leasing marketing support, public relations, key event programming and business development across the RED portfolio in the Midwest. Marketing strategies are focused on driving traffic and engaging the communities the properties sit in through key events, digital and press initiatives that support and increase retailer sales, and business development with local, regional and national sponsorships to enhance property value. In addition, this position provides support for special projects and needs under the direction of the VP of Marketing. This role is on the corporate marketing team in Phoenix but is located in the Midwest.*

ESSENTIAL JOB FUNCTIONS

1. Responsible for the oversight, coordination and execution of the Midwest properties marketing business plans and programs in conjunction with the corporate marketing and property management teams.
2. Responsible for the management of the Midwest properties marketing funds, including budget preparation, negotiating to maximize spend and adjusting to account for changes in income.
3. Strategically plan fresh, new events to engage the community, future and current tenants and drive traffic to shopping centers. Work with community partners and non-profits in the area to enhance current and potential events.
4. Responsible for contracting and/or managing personnel to execute all on-site events from the planning stages to event day to include all advertising including public relations, community partnerships, logistics, permitting and success metrics.
5. Collaborates with corporate marketing team and property management teams to create all ad concepts to include social media, website, digital and print advertising.
6. Partners with specialty leasing, property management and other team members to support ancillary revenue goals.
7. Partners with the Performance Marketing Manager, the Creative Manager and the property management teams to manage all content for the Midwest property websites (WordPress), print/digital ad campaigns, on-site signage and email campaigns (MailChimp).
8. Build strong relationships with property management teams and their current and potential tenants to understand their businesses and create marketing opportunities on-site to drive traffic to their center and tenant stores. Connect and educate GMs and tenants on cross promoting at the center and develop marketing programs around these cross promotions.
9. Assumes additional responsibilities and performs special projects as needed or directed.

ESSENTIAL JOB REQUIREMENTS

Education & Experience:

Bachelor's degree plus years of related marketing, business development, leasing, digital, or agency experience, or equivalent combination of education and experience.

Required Skills:

1. Demonstrated leadership and management ability
2. Creative abilities; ability to think "outside the box"
3. Developed knowledge of marketing commercial real estate
4. Strong communication, sales and negotiation skills
5. High degree of initiative and independent judgment
6. Strong analytical and problem solving abilities
7. Ability to prioritize multiple projects

8. Detail oriented; organized
9. Work well under pressure, meeting deadlines consistently
10. Ability to develop and manage budgets