

Title: Specialty Leasing & Marketing Manager
Location: Dixie Outlet Mall
Reporting To: General Manager, Dixie Outlet Mall

Specific accountabilities:

Based out of Dixie Outlet Mall, the key responsibilities of this role is to market, lease and manage the specialty leasing programs and special events for the shopping centre; to drive sales & traffic to the retailers; achieve and increase miscellaneous revenue budgets; minimize vacancy; and ensure quality service and visual standards are met.

Specialty Leasing areas of responsibilities are:

- Temporary in-line leasing;
- Temporary kiosks;
- Pop up retail and activations;
- MRU program;
- Centre focused partnership opportunities;
- Other innovative and revenue generating uses

Marketing areas of responsibilities are:

- Marketing of Dixie Outlet Mall including: Advertising, PR, Special Events;
- Media Strategy including: placement, brand creative execution;
- Market Research;
- Manage Guest Services

We place equal emphasis on the generation of revenue and quality of the merchandise mix as well as the presentation within the centres. Important to the position is developing key relationships within the community.

Other responsibilities include, but not limited to:

- Research of current trends for retail and service uses and merchandising techniques;
- Coordination of displays (setups and takedowns), monitoring of displays, ensuring contract compliance;
- Attendance when required at conferences, both industry related and internal;
- Ability to prospect and build relationships with local entrepreneurs, leasing representatives, brokers and local and national potential tenants;
- Maintain a database of clients, vendors and new contacts to be used for generating business relationships;
- Represent the property within the community in order to build external relationships;
- Develop innovative ways to increase revenue while maintaining high standard of presentation and service;
- Prepare annual budget for Marketing and Specialty Leasing programs and review with General Manager Monitor and maintain forecast reports and budget targets;
- Provide monthly financial reports;
- Creation of special events, promotions and marketing programs to enhance the profile of the shopping centre and meet the needs of the local community and the centre's retailers;
- Responsible for all aspects of the advertising & media programs including developing a media plan and rationale;
- Direct the creative development and execution of the centres branding programs;
- Oversee the implementation, operation and promotion of the Centre's gift card program;
- Responsible for the development and direction of the Customer Services department;
- Other duties as assigned

Key requirements

- A post-secondary education with a minimum 5 - 7 years of leasing & marketing experience in retail, sales or shopping centre related experience is preferred;
- Advertising experience (including print, broadcast, outdoor media, digital marketing, point of sale);

- Proven working knowledge of social media platforms, internet/web, mobile and the associated marketing techniques;
- Experience and a good understanding of special events, community relations and media relations;
- Strong supervisory skills;
- Ability to analyze demographic and related research information;
- The position is ideally suited for a self-directed, self-confident individual who is achievement oriented;
- Preference is given to those with proven marketing, sales and leasing or specialty leasing experience;
- You have the proven ability to develop and execute innovative and creative uses of the common-area to generate interest and revenue;
- You are persistent and entrepreneurial in your approach and have a proven ability to close deals;
- You possess excellent communication, presentation, organizational and negotiation skills;
- Knowledge of visual merchandising, sales and retail operations is preferred;
- Maintain database of clients, vendors and new contacts to be used for generating business relationships;
- Represent the property within the community in order to build external relationships;
- As an integral part of the property management team, interface with all members of the property administration, build relationships with head office leasing and participate and contribute to collective goals, objectives and events;

Skills & Experience Required:

The successful candidate will possess:

- A high level of creativity and energy;
- Prior experience in a leasing/sales or retail environment;
- Ability to work independently and in a team environment;
- Computer literate – Windows XP, Excel, Word, Simply Accounting, Adobe Illustrator, Internet;
- Basic accounting and record keeping skills;
- Experience in deal making;
- Self motivated, innovative and able to deal within a challenging environment;
- Excellent interpersonal and communication skills (written and oral);
- Experience in organizing and executing special events/promotions;
- Must be able to provide clear Police record check;
- Previous Specialty Leasing experience preferred;
- An Ontario Real Estate license;
- Previous Marketing experience preferred;
- Specialty Leasing Designation an asset;
- Must have valid driver's license and own transportation;

If you, or anyone that you know of, are interested in applying for this position, please forward your resume, not later than January 29th, 2019 to:

Seeta Roopwatie
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