

**Title:** Guest Services Supervisor/Marketing Coordinator  
**Location:** Midtown, Saskatoon, SK  
**Reporting to:** Marketing Manager

**General Description of Position:**

Midtown seeks a full-time, customer service oriented professional to deliver & maintain a positive and professional image of Midtown by overseeing the activities of the Guest Services team. The primary focus of this role is to provide vibrant, yet professional & courteous customer service to all Midtown guests (shoppers, retailers, Tower professionals & business partners) to ensure the guest experience is pleasurable, memorable and exceed expectations.

**Tasks & Responsibilities**

**HR / Staffing**

- Supervise the day-to-day operations of a full service, free standing Guest Services Desk
- Hire, train and schedule Guest Services Representatives; complete bi-weekly time sheets for staff
- Supervise, mentor, empower and motivate the Guest Services team
- Hold regular staff meetings with all Guest Services employees for effective communication and staff development
- Participate in corporate Cushman & Wakefield Guest Services training programs and share knowledge & insights with team
- Measure individual & team performance through annual and ongoing review process, provide regular & timely feedback to staff and manage performance issues (if any)
- In conjunction with the Marketing Manager, establish GS professional appearance guidelines, selecting & ordering uniforms, and ensuring guidelines are adhered to

**Gift Cards/ Financial Reporting**

- Manage the Midtown gift card program, which includes:
  - Complete daily & monthly reconciliation reports and deposits; submit reporting accordingly
  - Maintain inventory of gift card supplies and re-order as necessary
  - Develop and maintain corporate gift card database
  - Train and set up new retailers on the gift card program and resolve any gift card inquiries/issues
  - Ensure gift card policies and procedures compliancy to minimize financial risk
  - Develop and execute ideas to drive gift card sales, together with Marketing Team

**Client Relations / Communications**

- Provide excellent customer service to customers and retailers
- Cultivate relationships with the shopping centre's retailers and continually stay abreast of product offerings and store promotions
  
- Be aware of and monitor the Shopping Centre's, and its retailers, online presence on a daily basis such as: Facebook, Twitter, Blog, Website, etc
- Act as a first point of contact – answer, follow up and/or redirect inquiries to the appropriate departments

**Administration**

- Initiate on-going customer service ideas/suggestions for improving service and to add value to Midtown
- Book and prepare the rental of retail/tower boardroom
- Monitor, maintain & order all necessary Guest Services supplies
- Assist with various on-site Marketing events, as required
- Implement new programs, procedures and/or tracking initiatives as directed by Marketing Manager
- Assist Security and Maintenance with various situations, i.e., missing children, retailer requests, as needed
- Other duties as assigned

### **Event Coordination & Communications**

- Assist the Marketing Manager with the implementation of all special events and provide post-event documentation and analysis
- Plays a key role in all campaign and event planning, coordination, support, execution and tracking
- Manages all contest and giveaways with Guest Services team
- Works alongside creative agencies while fulfilling aspects of each campaign and event

### **Digital Communications**

- Monitors, manages and programs website, digital and online media
- Posts and manages store listings, promotions, and job listings on behalf of retailers
- Provides support and guidance to retail teams, re: social media and online strategy
- Manages newsletter & blog campaigns
- Creates and implements tactics to encourage sign ups and grow Midtown's email subscription database
- Monitors and manages social media platforms
- Assists with graphic design, signage and asset creation (via programs such as Canva)
- Supplements social media content through planning, creation and revision
- Tracks analytics, data and other key metrics

### **Miscellaneous**

- Produces monthly analysis and summary of sales, traffic, and executive reports
- Creates and maintains Midtown collateral and all branding touchpoints to adhere with brand standards and guidelines
- Reviews and responds to community and donation requests
- Supports partnership with DTN YXE, as well as their events & initiatives
- Provides leasing support as necessary
- Acts as ambassador for Midtown at a community and local level and beyond (e.g. Tourism events, seminars, etc.)
- Collects, inputs, organizes and analyzes data shared by customers (e.g. postal codes, feedback), used to help evolve marketing strategies for improved performance
- Creates and delivers formal written communication to retailers

### **Qualifications**

- Minimum High School Diploma with (preferred) post-secondary degree/ hospitality certificate
- Excellent knowledge of good customer service practices and must display a high level of professionalism at all times
- Strong communications (written & verbal), listening, organizational and problem solving skills
- Basic accounting knowledge (i.e., balancing cash with receipts) and is detailed oriented
- Proficiency with computers (Word, Excel, PowerPoint, Outlook, Internet), POS system & telephone switchboards
- A 'can-do,' 'hands-on' attitude with the ability to influence others, manage and implement change initiatives
- Solid knowledge of the City of Saskatoon & surrounding area, including attractions and special events
- Must be able to provide clear criminal background check

### **Working Conditions**

- Flexibility to work days, evenings, weekends and holidays
- Ambient shopping centre noise levels

If you are anyone that you know are interested in applying for this position, please forward your resume, no later than May 31<sup>st</sup>, 2019, to:

**Kayla Krawchuk, Marketing Manager**  
**Midtown, 201 1<sup>st</sup> Avenue South**  
**Saskatoon, SK S7K 1J5**  
e-mail: [Kayla.Krawchuk@cushwake.com](mailto:Kayla.Krawchuk@cushwake.com)