

JOB OPPORTUNITY

2019 - 09

Title: Marketing Manager
Location: Billings Bridge Centre, Ottawa, Ontario
Reporting To: General Manager, Billings Bridge Centre

Duties & Responsibilities:

- * Development and implementation of annual sales and event oriented marketing plan for the shopping centre; includes developing a marketing and communication plan that meets the needs of the local community and the centre's tenants;
- * Responsible for preparation and direction of annual marketing budget;
- * Creation of promotional, advertising and marketing programs to enhance profile of the shopping centre with an ultimate goal of driving sales and increasing customer traffic in order meet or exceed objectives;
- * Responsible for all aspects of advertising & media programs;
- * Oversee management of Promotion Fund billings and collection of outstanding receivables;
- * Oversee development & implementation of all promotional activities, special events and Customer Services;
- * Responsible for recruitment, development and supervision of marketing and Customer Service personnel;
- * Development of strong local marketing initiatives for the centre, to address the specific and unique needs of the community, including community sponsorships and partnerships such as charity fund raising events, merchandising events and Christmas promotions;
- * Work alongside specialty leasing to identify partnership opportunities that enhance the customer experience, generate revenue and extend the audience reach; participate in development of pitch decks and outreach meetings
- * Organization and implementation of regular merchant meetings; any other tasks as directed by General Manager.

Skills & Experience Required:

The successful candidate will possess:

- Previous shopping centre marketing experience (minimum 3 years);
- Advertising Experience (including digital, print, broadcast, out of home, point of sale);
- Proven working knowledge of social media platforms, internet/web, mobile and the associated marketing techniques;
- Experience and a good understanding of strategic advertising, special events, community relations and media relations;
- A Demonstrated High Level of Energy and Creativity to 'think outside the box';
- Previous marketing experience in a retail advertising or event planning environment would be considered an asset;
- Strong supervisory skills;
- Excellent inter-personal and communication skills;
- Be self-motivated, diplomatic, innovative and able to accept challenges;
- Highly creative, energetic and self-motivated;
- Computer skills (Windows, Excel, Word);
- Strong computer literacy: knowledge of Microsoft applications, internet/web capabilities;
- Strong team building and negotiating skills;
- Ability to interpreting research data, analysis and strategic decision making; □ Must be able to provide clear criminal records check.

If you, or anyone that you know of, are interested in applying for this position, please forward your resume, not later than October 3rd, 2019, to:

Dora DiFrancescomarino, General Manager

**c/o Billings Bridge Centre 2277
Riverside Drive, Suite 208,
Ottawa, Ontario K1H 8L5**

Fax: (613) 733-7233

Email: dora.difrancescomarino@cushwake.com