



## Vice President of Marketing and Technology NewMark Merrill Companies

### **THE COMPANY**

NewMark Merrill Companies, Inc. creates an environment for talented, innovative team members to excel in their area of retail real estate expertise. All our divisions including accounting, acquisitions, leasing or marketing have an active voice in fostering ideas that benefit our centers.

Recently named the 2nd fastest growing company in the San Fernando Valley, the 5<sup>th</sup> fastest growing private company in Los Angeles and one of Inc. Magazine's Top 5000 companies, NewMark Merrill is an established and reputable retail real estate firm.

It's not just about the rankings. With 80 community shopping centers encompassing 10 million square feet of retail experiences throughout California, Colorado and Illinois, NewMark Merrill is a partner with the customers, communities and tenants we serve. By integrating our technology and retail assets, we can make data driven decisions about the leasing, shopping patterns and customer traffic that drives sales for our tenants and profitability at our centers. We build a bridge from bricks to clicks.

Beyond the statistics, our centers are designed and operated to create meaningful retail experiences. Through targeted leasing we create a tenant mix for each center that caters to its customers, enhances the community and adds value to the neighborhood. We support our neighborhoods through events, community outreach, and being exemplary corporate citizens. NewMark Merrill takes its commitment to supporting surrounding the communities seriously. Our efforts include adopting local charities and helping them raise funds for their causes. We provide them with space to hold events and fundraisers. We provide many opportunities for our team members to participate in activities that support our communities.

The mission of NewMark Merrill Companies is to connect with our customers through community leadership and support, to create authentic environments in which our tenants have an unsurpassed opportunity to achieve the American dream, and to proudly share passion and knowledge with our team members, to inspire opportunity through creativity and imagination.

We look for people who want to challenge themselves, create something amazing and who aren't afraid to make mistakes in an effort to grow. If this sounds like you, we invite you to apply.

## **POSITION SUMMARY**

The Vice President of Marketing and Technology is responsible for overseeing the implementation, analysis and evolution of both marketing and technology at NewMark Merrill Companies. This will include everything from social outreach through Facebook, Instagram, Twitter and other social/digital networks, to ensuring the deployment of mobile and internet tools to track and measure the effectiveness of our marketing efforts, to helping the marketing team members understand and become proficient in the use of marketing technology related initiatives. In addition, this includes the implementation and execution of both shopping center marketing aimed at assisting our tenants in maximizing their exposure to the communities our centers are in, as well as oversight of our corporate marketing plans, budgets and overall marketing department duties.

## **ESSENTIAL JOB FUNCTIONS**

- Execution of marketing department vision and mission.
- Oversee creation of company marketing strategies and annual marketing plans and budgets for portfolio of approximately 28 shopping centers.
- Develop measurement tools/analytics to evaluate effectiveness of marketing spend (\$+4M annually).
- Oversee creation of annual corporate marketing plans, coordinating with Regional Property Managers, budget and strategy, integrating Corporate, San Diego and Colorado plans and budgets. The Company maintains a high-profile marketing presence through trade articles, magazine and on-line ads, our websites, social media channels, as well as trade shows and speaking engagements.
- Develop effective public relations strategies and serve as PR advisor to company and marketing team.
- Manage and mentor marketing team (5 Marketing Directors and 2 Marketing Assistants) to maximize effectiveness, encourage creativity and take advantage of synergies.
- Evaluate staffing, experience and strengths of existing team to develop a high performing, well-rounded team with appropriate delegation of duties and outsourcing, when necessary.
- Offer a significant amount of oversight/training towards marketing teams' tasks (including, but not limited to merchant meetings presentation creation and public speaking skills, post-mortem event reporting, marketing plans and budget creation, budget variance reports, expense reports, use of technology tools, etc.)
- Provide insight into the latest technology offerings, focusing on consumer engagement, enhancing merchant sales performance and maximizing marketing team successes.
- Act as the liaison with the Technology team to integrate new technology initiatives into property plans and strategies.
- Mitigate risk where appropriate and be a positive financial steward for the company – management of corporate funds, oversight of team's property marketing budgets, expense reports, vendor invoices, etc.
- Develop key relationships with city and community leaders.

## **REQUIREMENTS / PERSONAL CHARACTERISTICS**

- At a minimum, a bachelor's degree in Marketing, Business, Communication Studies, or similarly related discipline. Advanced degree is a plus.
- 5+ years of prior marketing and technology experience.
- Must have retail real estate experience.
- Excellent planning, organizational, prioritization and multi-tasking skills.
- Forward thinker, needing little direction/supervision.
- Honest and loyal personality, with a highly developed sense of integrity.

- Strategic thinker and solution-finder, with inherent organizational leadership abilities.
- Superior collaboration and communication (written and oral) skills with executive presence.
- Significant experience managing teams with varying skill sets and experience levels.
- A candid, direct and non-political approach to doing business.
- Thick-skinned, with a resilient disposition towards change.
- Ability to build relationships across all organizational levels and functions.
- Strong business acumen, employee relations, and talent development skills.
- Ability to create, develop, implement and oversee employee, management and leadership programs.
- Ability to think and act quickly and strategically, when needed.