



Job Description

Marketing Manager

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 5th fastest growing private company in Los Angeles and one of Inc. Magazine's Top 5000 companies, NewMark Merrill Companies is an established and reputable retail real estate firm.

It's not just about the rankings. With 85 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 the surrounding communities seriously. Our efforts include adopting local charities and helping them raise funds for their causes, donating space to hold events and fundraisers. We provide many opportunities for our team members to participate in activities that support our communities as well.

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.

POSITION SUMMARY

The Marketing Manager is responsible for the marketing plan conception and execution for 3-5 properties in Southern California. This includes the implementation of shopping center marketing and individual tenant marketing maximizing exposure to the communities and increasing market share for the shopping center. This will be achieved by executing events, social media planning, public relations, direct mail and other marketing efforts. As assigned, this position will also support the marketing department. This position reports to a Senior Marketing Director.

ESSENTIAL JOB FUNCTIONS

- Develop annual marketing plans which strategically utilizes all platform programs, supports the marketing objectives and positively impacts the shopping center, tenants and communities
- Work closely with tenants, vendors and communities to provide marketing assistance in the form of promotional events, sales analysis, merchandising plans, traffic analysis, direct mailers, advertisement assessments, and sponsoring local non-profit community organizations
- Create all shopping center signage and advertising programs to ensure quality and efficacy
- Conduct merchant surveys to assess the overall effectiveness of marketing strategies
- Work with the public relations agency to enhance overall perception of property, establish and ensure local media relations are solid, and responses for media releases, alerts and talking points are adequately prepared, vetted and used
- Assess, coordinate with and manage vendors who support our various on-site events
- Drive the growth and engagement of our social media channels, as well as data collection, SMS, and E-mail (subscribers) for the specific centers
- Develop and maintain professional business relationships with center tenants
- Manage property marketing budget
- Coordinate email and digital marketing assets and distribution to include managing email lists for both marketing promotions and tenant communications for various properties.
- Coordinate quarterly merchant meetings for various properties.
- Assist in aiding tenants with the Grand Opening process. Includes participating in conference calls with store ownership, assisting in the execution of all marketing opportunities, attending grand opening events and entering appropriate information in the portal.
- Work in a team environment with the marketing department, property management, property security and maintenance.
- Regularly visit properties – 35% travel time in car.
- Other duties and responsibilities as required.

REQUIREMENTS / PERSONAL CHARACTERISTICS

- B.A. in Marketing with 5+ years of relevant experience.
- Excellent planning and organizational skills.
- Demonstrate strategic thinking and problem solving.
- Proficient in Microsoft Outlook, Word and Excel. Adobe Illustrator and Photoshop proficiency a plus.
- Able to manage multiple interruptions and adjustments to priorities.
- Superior collaboration and communication skills with executive presence.
- Strong written and oral communication skills.
- Able to adapt to diverse situations and people.
- Highly detail oriented and a self-starter.