

JOB OPPORTUNITY

2011-01

Title: Marketing Director
Location: Erin Mills Town Centre, Mississauga, Ontario
Reporting To: Property Manager, Erin Mills Town Centre

Duties & Responsibilities:

- * Development and implementation of annual sales and event oriented marketing plan for the shopping centre; including developing a marketing and communication plan that meets the needs of the local community and the centre's tenants;
- * Development and implementation of branding program for possible renovation including an advertising/promotional program for a grand opening.
- * 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 increasing customer traffic and driving sales;
- * Responsible for all aspects of advertising & media programs;
- * Development & implementation of all promotional activities, merchandising events, special events and Customer Services;
- * Responsible for 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 sponsorships and partnerships such as charity fund raising events;
- * Organization and implementation of a tenant advisory board.
- * Any other tasks as directed by Property Manager.

Skills & Experience Required:

The successful candidate will possess:

- A Demonstrated High Level of Energy and Creativity to 'think out of the box';
- Advertising Experience (including print, broadcast, and outdoor media, internet-based marketing, point of sale, and printing);
- Proven working knowledge of social media platforms, blogs, SMS and the associated etiquette.
- Experience with Special Events, community relations and media interviews is a definite asset;
- A minimum of 6 years' marketing experience (preferably in a retail advertising or event planning environment), with a good understanding of advertising, promotion and public relations;
- 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, social media applications.
- Strong team building and negotiating skills.
- Ability to analyze demographic and related research information.

If you, or anyone that you know of, are interested in applying for this position, please forward your resume, not later than February 11th, 2011, to:

Nance MacDonald, Vice President
Erin Mills Town Centre – Management Office
5100 Erin Mills Parkway
Mississauga, ON L5M 4Z5
Fax: (905) 569-3334
Email: nmacdonald@20vic.com