

## **JOB OPPORTUNITY**

**2012 - 04**

**Position:**                    **Marketing Assistant**  
**Location:**                 **Carlingwood Shopping Centre, Ottawa ON**  
**Reporting To:**            **Marketing Director**

### **Position Summary**

To assist the Marketing Director in executing the shopping centre's marketing, promotional and advertising strategy through the completion of specific operational tasks and responsibilities.

### **Key Responsibilities**

Responsible for the co-ordination of the Customer Service department functions as follows:

- Recruitment of personnel (Assessing resumes, scheduling and participating in interviews);
- Responsible for the ordering of uniforms, supplies (including inventory) and issuance to Customer Service staff;
- Responsible for the coordination of gift card sales orders and training staff in Customer Service and at retailer locations in the proper procedures pertaining to issuance and redemption of gift cards
- And all others tasks that are required to efficiently and effectively run the Customer Service Department.

Assist the Marketing Director in the following functions:

- Planning and execution of all advertising, promotions and special events (may be required to work week ends);
- Research; conduct online surveys, focus groups and intercept surveys as required;
- Participate in the development of the strategic marketing plan;
- Attend, record and distribute Advisory Board minutes;
- Responsible for day to day clerical requirements of Marketing Department (correspondence, filing system etc.) and assist Secretary/Receptionist as required.
- Maintain & co-ordinate web site updates;
- Maintain current records (including cataloguing of advertising material and event

photographs;

- Review and update of the Tenant manual on a monthly basis;
- Review and update the inventory of marketing equipment on a monthly basis;
- Record and distribute the customer comments/complaints;
- Develop and maintain a customer database from entries received in contest and 'gift with purchase' programs;
- Retrieve, input and distribute the data of weekly, monthly and annual pedestrian traffic, website traffic and gift card sales reports to managers
- Undertake all other related duties and/or special projects as assigned by Mall Management

**Skills & Experience Required:**

The successful candidate will possess:

Post-secondary education in Marketing, Advertising and Event Planning;  
Proficiency with Microsoft Office (Word, Excel, PowerPoint & Adobe Illustrator);  
Have a minimum of three (3) years' prior experience in Marketing (prior experience in a retail environment would be viewed as a definite asset);  
Exceptional communication, interpersonal and time management skills;  
Ability to work as a member of a Team;  
Bilingualism is viewed as a definite asset;  
Basic recordkeeping skills;  
Customer service oriented;  
Ability to teach through example;  
Ability to work evenings and weekends, when required (i.e. during promotional events);  
Must provide clear criminal background check.

If you, or anyone that you know of, are interested in applying for this position, please forward your resume, quoting Job Opportunity Number, not later than February 10<sup>th</sup>, 2012, to:

Frank Fenn, Marketing Director  
2121 Carling Avenue  
Suite 201  
Ottawa ON K2A 1H2

Fax: (613) 725-9201

Email: HYPERLINK "mailto:ffenn@20vic.com"

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