

JOB OPPORTUNITY

2017 - 18

(Temporary Position - 13 Month Term)

June, 2017 to August, 2018

Title: Marketing Coordinator
Location: Carlingwood Shopping Centre, Ottawa ON
Reporting To: Marketing Director

Position Description:

To assist the Marketing Director and General Manager in executing the center's marketing strategy through the completion of specific operational tasks and responsibilities. This role plays a key role in perception of the property for all audiences, and communications for all Shopping Centre Departments.

Tasks & Responsibilities:

- Welcome visitors and answer telephones at office reception
- Participate in the development of the Annual Strategic Marketing Plan
- Participate in the implementation of all Marketing projects as outlined in the Annual Strategic Marketing Plan
- Participate in the Digital Strategy portion of marketing projects executing the tactics outlined
- Generate Digital Media reports
- Oversee all of Carlingwood Shopping Centre's community donation requests and bringing to Marketing Director and/or General Manager for decision
- Plan all Tenant Communications with Marketing Director and execute completion of Newsletters, website portal, memos, minutes of meetings
- Assist Marketing Director in developing correspondence, maintaining a filing system and other administrative tasks
- Maintain current records of all advertising materials
- Contest Management and execution
- Collect, co-ordinate and generate weekly, monthly and annual Traffic Reports including Pedestrian Traffic, Website Traffic, Facebook, Twitter, Instagram, Inner Circle Fan & Engagement, Gift Card Sales
- Review and Update the Tenant Manual Monthly
- Co-ordinate the packaging and delivery of New Tenant Welcome Packages as needed
- Update and maintain the tenant contact list of regional managers and tenant head office marketing departments
- Review and update the inventory of Marketing equipment
- Undertake all other related duties and/or special projects as assigned by mall management
- Other duties as assigned

Qualifications:

- Post-secondary education
- Prior experience in marketing, advertising, and/or customer service environment
- A high level of creativity and energy
- Experience in organizing and executing special events/promotions
- Strong writing skills
- Ability to work independently and in a “Team” environment
- Strong computer literacy: knowledge of Microsoft applications (Word, Excel, PowerPoint and Adobe Illustrator) internet/web capabilities, social media applications
- Self-motivated, innovative and able to deal within a challenging environment
- Excellent communication and time management skills
- Must provide a clear criminal background check

If you, or anyone that you know of, are interested in applying for this position, please forward your resume, not later than, May 26th, 2017, to the attention of:

Lucie Duguay, General Manager
Carlingwood Shopping Centre
2121 Carling Avenue, Suite 18A
Ottawa ON K2A 1H2

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