

JOB OPPORTUNITY

2017 - 33

Title: Marketing and Digital Coordinator
Location: The CORE Shopping Centre – TD Square/Holt Renfrew, Calgary, Alberta
Reporting To: Marketing Director

Position Description:

Assist the Marketing Director, as required, on planning and execution of all advertising, sales promotion and special events. Participate in the development of the strategic marketing plan. Assist in developing correspondence, maintaining a record and filing system, and other administrative tasks including preparation and control of the annual marketing budget revenues and expenses.

Tasks & Responsibilities:

Administration

- Provide administrative support to Marketing Director (MD) including filing system, maintain current records of all advertising materials and other administrative tasks as assigned.
- Assist in the maintenance of tenant A/R records, expense allocations and monthly budget reconciliation.
- Assist in the maintenance of vendor A/P records, processing of invoices and monthly budget reconciliation.
- Request quotes from outside vendors and coordinate related projects.
- Responsible for the coordination of gift cards sales, orders and training staff in Customer service and at retailer locations in the proper procedures pertaining to issuance and redemption of gift cards.

Research

- Administer various data reporting systems.
- Prepare reports on a weekly, monthly and as needed basis.
- Assist in interpreting, analysing and making decision under the direction of the MD.

Contest Program

- Develop contest strategy to reward shoppers, grow customer loyalty and the database.
- Assist with sourcing prizes that support CORE brand and strategy.
- Contest management and execution.

Special Events

- Assist in the development and execution of all centre events (Retailer and shopping centre).
- Help identify and implement opportunities that support the CORE brand.
- Handle requests, maintain the community booking calendar and coordinate all event details.

Web Content

- Maintain and coordinate all website content to ensure site has the most current information; check daily.
- Test all links and videos to ensure all work at all times.
- Ensure all information on the website supports and represents the CORE brand.
- Work with all departments to ensure their needs are met i.e. leasing, operations, customer service, marketing, etc.
- Ensure store information is always current and ensure tenants are aware of what they can use the web for i.e. job postings, store information.

Blogs

- Minimum of one blog post per week. Topics and content to be approved by the director.
- Ensure blog content is kept current for all contributors. Integrate blog into various social media pages with tags for each post.

Social & Mobile Marketing

- Work with PR agency and MD to develop strategic plan for content and execution of all social media marketing tactics.
- Maintain, monitor and coordinate the CORE's Facebook, Twitter, Instagram & YouTube accounts.
- Create interactive opportunities with CORE tenants and customers integrating web, mobile and social media marketing tactics.
- Ongoing conversations with CORE Facebook fans and CORE Twitter followers.
- Ensure social media marketing tools integrate with all other traditional advertising tactics.
- Maintain a professional CORE voice from all social media platforms.

Reports

- Develop & provide monthly report to document all relevant metrics for all web & social media marketing activities i.e. unique visits, page views, email open rate, fans, followers, etc.
- Provide an analysis of results with recommendations.
- Regular reporting as required
- Compilation of PowerPoint presentations as needed

Newsletter

- Provide editorial for the tenant and company newsletter with the MD.
- Write and send out newsletters to followers, office tenants and retailers.

Email Campaign

- Work with MD to develop strategic plan for the Email CORE shopper program.
- Coordinate content and deployment of all emails to shopper database each month.

Database Maintenance

- Work with MD to develop a strategy to grow CORE database for email and social marketing.
- Ensure database is kept current. Maintain & monitor CORE database monthly.

In-Mall Signage

- Coordinate production and installation of all signage for the shopping centre with the MD.

Miscellaneous

- Attend weekly MD status meetings.
- Liaise with tenants.
- Work with Ad Agency, PR Agency, Digital Marketing Company and other CORE departments in the creation of all initiatives.
- Seek new opportunities to integrate the core website and social marketing tactics for the promotion of the CORE.
- Assist Marketing Director, as required, on special projects as assigned by the MD.

Qualifications:

- Post-secondary education.
- Prior experience in a marketing, advertising, and/or customer service environment (minimum of 3 years preferred).
- Extensive experience with social media and strong understanding of analytics
- A high level of creativity and energy.
- Experience in organizing and executing special events/promotions.
- Strong writing skills.
- Interest in retail and fashion industry.
- Ability to work independently and in a "Team" environment.
- Strong computer literacy: knowledge of Microsoft applications (Word, Excel, PowerPoint, Adobe Illustrator) internet/web capabilities, social media applications.
- Background in retail e-marketing. Proven working knowledge of social media platforms, blogs, SMS and the associated etiquette.
- Basic Bookkeeping and record keeping skills.
- Self motivated, innovative and able to deal within a challenging environment.
- Excellent interpersonal, communication skills (written and oral) and time management.
- Graphic design an asset but not required
- Must provide a clear criminal background check.

If you, or anyone that you know, are interested in applying for this position, please forward your cover letter and resume, no later than Monday August 14, 2017 to:

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