



Centennial is in search of a Marketing Manager for the Pueblo Mall located in Pueblo, CO. The Marketing Manager leads the implementation of the property's marketing strategy to drive traffic, sales and NOI growth. Our ideal candidate will have marketing/events experience, as well as the desire & imagination to positively impact the customer experience and help shape the future of retail.

Qualified candidates should submit resumes to Tim Schweitzer at tschweitzer@CentennialREC.com.

POSITION AND JOB DESCRIPTION

Job Title: **MARKETING MANAGER, PUBELO MALL**

Department: Asset Management

Position Summary:

The Marketing Manager provides the planning and leadership for marketing Pueblo Mall – a community hub for shopping, dining and entertainment in Pueblo, CO. The position oversees the day to day Marketing of the property, reporting to the General Manager and working closely with and indirectly reporting to the SVP Marketing for corporate strategies and programs developed in order to drive traffic/sales and NOI growth.

Core Functions and Primary Responsibilities:

- Works directly with the GM and SVP Marketing to develop annual marketing plans/budget. Ensures and maintains accurate budgets and monthly forecast to assigned projects
- Owns the responsibility for supporting and activating all consumer promotional concepts, events, services, and marketing programs that drive sales/traffic and NOI growth
- Plays a key lead role to activate the local implementation of national marketing platforms and implements any applicable center-specific tourism, community and or local government strategic marketing efforts
- Oversees digital footprint for the property, constantly monitors center website, creates effective social media programs and executes other digital programs as assigned
- Manages relationships with the community to develop strong alliances, loyalty, and engagement through media/public relations and strategic partnerships
- Measures marketing effectiveness and results through reporting, research programs, and analytical tools
- Works with senior managers/executives to align resources in support of marketing plan execution and sales targets
- Strives to improve and build upon overall customer services and amenities
- Ensures that all brand standards are followed in communication and visuals throughout the common area of the center – in marketing program materials and their supporting channels
- Develops strong retailer relations by establishing a thorough understanding of the retailer business, and encouraging retailer participation in center marketing programs
- Works in partnership with Business Development/Specialty Leasing to source Sponsorship/Partnership Marketing opportunities
- Proactively initiates ideas for testing new marketing channels, campaigns and concepts
- Develops center directories, maintains window displays and center décor
- Must be flexible and able to work events which may include nights, weekends and holidays.
- Other duties as assigned.

Education:	Bachelor's Degree preferred
Experience:	Minimum of 2 years of industry or marketing experience
Technical Skills and Training:	<ul style="list-style-type: none"> • Comfortable working in a fast paced, highly dynamic work environment • Excellent interpersonal, organizational, time management, oral and written communication skills • Ability to work and learn independently and in a team situation • Ability to deal with multiple projects and tasks effectively and establish priorities • Strong attention to detail and ability to follow through • Excellent people skills along with problem solving and time management ability • Must possess the ability to manage budgets and have solid accounting skills • Must be proficient on basic Microsoft Office platform and Internet • Ability to read and understand standard business documentation (e.g. contract language).
Working Conditions:	<p>Travel requirements: Occasional</p> <p>Physical demands or requirements of the position: The requirements listed below are representative of the physical skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <ul style="list-style-type: none"> • While performing duties of this job, the employee is frequently required to sit and talk or hear • The employee is regularly required to stand and walk up to 8 hours/day • The employee must be able to communicate verbally in person and on the telephone • The duties include bending and stooping, up to 4 hours a day • Lifting and carrying up to 35 lbs. for at least 15 minutes at a time
Supervisory Experience:	N/A