

Marketing /Specialty Leasing Manager

The Marketing /Specialty leasing Manager will assist with the implementation of special events, merchant meetings and maintain the social media programs, website, Facebook and app. Additionally, specialty leasing responsibilities include but not limited to the ability to locate, evaluate and develop potential local leasing tenants and income-generating opportunities for outlet center (both common area and temporary in-line), negotiate Lease Agreements to achieve the financial objectives of the asset, refer prospective tenants for approval, and coordinate with Leasing and Ownership.

When assigned by the General Manager, this position will act as the Manager on Duty in the General Manager's absence. And other duties as assigned.

The successful candidate's responsibilities will include, but not be limited to:

Marketing - PRINCIPAL RESPONSIBILITIES:

- Develop and execute an annual marketing plan and budget to effectively market the center to consumers.
- Assist in the preparation, coordination, collection, production, supervision and follow-up of promotions and events
- Maintain mall website, Social Media communications, and collateral material
- Support administrative elements and approvals of sponsorship/event deals including contracting, deal entry, proof of performance, payment collection, contract renewal, revenue forecasting and reporting
- Assist with the promotion and implementation of platform programs in a professional and timely manner and measuring of results
- Provide superior customer service to retailers, customer and any potential sponsorship partners
- Monitor, track and provide all support for increasing customer email database
- Support promotional concepts and marketing programs that drive sales/traffic to both the center and tenants
- Assist in local implementation of key marketing programs including those at various retail key periods including but not limited to January Clearance Period, Presidents/Valentine's Day, July 4th, BTS and holiday
- Serve as point person for all marketing/traffic driving event activations
- Develop retailer relations by establishing and maintaining a thorough understanding of the retailer business
- Encourage and proactively lead team communication and idea exchanges
- Work special events which may be held at night, on weekends and/or holidays

Specialty Leasing - PRINCIPAL RESPONSIBILITIES:

- Locate, identify and evaluate potential Specialty Leasing (SL) tenants and other income sources for shopping center properties in both common area and in-line vacancies

- Develop and implement plan to include regularly attending trade shows, review publications and canvass the area to identify retailers and other potential income generating tenants
- Develop and maintain relationships with prospective SL tenants and existing mall tenants
- Network with area leasing representatives and industry associates
- Identify and develop new leasable locations in the common area
- Negotiate Lease Agreements
- Establish SL rent guidelines and income objectives for properties based on analysis of sales, permanent leases and income goals of the property
- Negotiate Lease Agreements and submit tenant information, terms, locations and use clause for approval
- Generate SL income to achieve assigned SL financial goals
- Ensure maximum occupancy and minimum downtime occurs
- Support in-line leasing efforts by assisting in identifying, developing local tenants into potential permanent tenants
- Submit regular weekly reports to identify deal making, forecasting, revenue goal achievement and other program implementation status
- Monitor rent collection, income transmittals, sales reporting and the accurate processing of Lease Agreements
- Monitor monthly and quarterly property and Home Office SL income and expense reports.

MINIMUM QUALIFICATIONS:

- A bachelor's degree in a business-related discipline
- One or two years of general business, sales, leasing or retail experience
- Basic math and accounting skills
- Well-developed interpersonal and negotiating skills
- Effective oral and written communication skills
- Resourcefulness, creativity and a well-developed awareness of generally accepted operating standards

Supervisor: General Manager

Supervisory Responsibilities:

- Supervise 3-5 part-time customer service representatives.