

Marketing Manager

If you are interested in the job position: Marketing Manager, please submit your résumé and details of your current place of employment, position and salary to the following address, with the subject [**Marketing Manager Position Application**]:

enquiry@thepremieroutlets.com

Reports to	General Manager	Function / Region	Operations/ Marketing China
Location	Centre	Band	T.B.C.

Purpose

Develop and execute a marketing strategy in support of centre strategy and guide the development of plans and components (Branding/ Visuals, Advertising, PR, CRM, Tourism, Research, Special events etc) needed to deliver footfall results and build brand awareness in line with the target customer profile.

Key Accountabilities

- Develop the marketing strategy in conjunction with Centre Director and under guidance of the Marketing Director, to deliver centre objectives and leverage cost-efficiencies in regional planning ensuring value is maximized.
- Communicate and interpret the results of consumer research to support the formulation of consumer strategy.
- Develop promotions and an annual event calendar to support footfall objectives and the consistency of the centre image via a balanced blend of communications, tourism initiatives, visual and PR support planned in accordance with centralised head office support and centre marketing strategy.
- Manage the relationships of local advertising, media, press, web or promotion agencies in support of the centre strategy and a centralised plan.
- Monitor and report to center and marketing directors on potential communications issues/ crisis on a timely fashion
- Deliver ROI analysis and provide marketing reports, as requested, to inform decision making. Provide complete and concise briefings and evaluations as required by the Centre Director, and or Marketing Director on a timely basis to inform decision making.
- Manage, monitor and analyse centre marketing budgets, including procurement processes, to ensure optimisation and cost-efficiency.
- Support and/or introduce centre level initiatives for commercialisation programmes, affinity, gift-card and other programs to enhance centre profitability.
- Respond to downward sales trends with appropriate activities or request for additional support.
- Achieve and maintain visual standards for centre devised by head office, in compliance with established guidelines.
- Devise and support B2B initiatives, as determined by centre team.

- Communicate updated information regarding promotions, tenants, opening hours, directions and other consumer-centric information on voice-out materials including advertisements, press releases and centre website.
- Devise and implement a local tourism strategy that compliments both regional and company tourism initiatives.
- Manage the performance of direct reports, if any, developing and motivating those individuals to maximize their potential and value to the business.

Dimensions

Role is managed by the Centre Director but has an indirect reporting line to the Marketing Director.

Role holder may manage Marketing Executive/Assistant (depending on the size of the centre)

Organisational Chart

Reporting lines and structures will change depending on location.

Key Relationships

Internal	External
General Manager	Customers
Marketing Director	Brand Partners
Centre Team	Contractors/Suppliers
Finance Team	Media

Competencies

- Customer Focus
- Results Focus
- Communicating and Listening
- Leadership
- Team Work
- Innovation
- Handling Multiple Priorities
- Planning and Organising

Knowledge and Skills

- Educated to degree level (preferably business) or equivalent
- Relevant marketing/PR experience
- Experience in a customer handling environment
- New business development
- IT skills: Advanced level Microsoft Word and PowerPoint, Intermediate Excel and Outlook