

# CROSSGATES

## **Position: Assistant Marketing Director**

**SUMMARY:** Provides support to the Marketing Director by performing duties to increase mall traffic and sales, maintains positive merchant and community relations, coordinates in-mall events and digital promotions of shopping center via social media and mall website.

### **Responsibilities:**

- Assists Marketing Director when and where necessary.
- Assists the PMG Leasing Representatives through the creation of tailored leasing materials. Maintains & collects updated leasing support information regarding local market conditions such as competition, development, employment, education, tourism, housing, etc.
- Develops and maintains positive relations with mall merchants including Store Managers, District Managers and Regional Managers. Assists merchants with marketing opportunities available to them such as promotion of in-store events, mall website, eblast & social media inclusion, etc.
- Coordinates & sets up all in-mall community events, to include Tykes Tuesday, the Easter Bunny & Santaland set ups.
- Assists in collection of weekly sales & traffic data from tenants.
- Acts as a liaison between the center and the local community groups by maintaining a good neighbor campaign. Works with the local chambers of commerce, CVB's, town/city officials to help represent the mall and our community efforts by participating in events & promotions that will benefit the mall and our tenants.
- Ultimately manages & assists with the updates of the mall website, postings on social media pages, gathers content for E-blast distribution & assists with the development of new mall-wide promotions & social media concepts.
- Must be flexible with work schedule around evening or weekend events. Primary office hours are 8am-5pm Monday through Friday.
- Work alongside the Marketing Director, Marketing Assistant & Advertising Sales Representative to develop creative ideas to promote the shopping center through in-mall events and social media/digital promotions.

**Qualifications/Experience:**

- Bachelor's Degree in Marketing or related field; or equivalent education.
- Must have good writing skills.
- Experience working with events.
- Must be able to work in a fast-paced, high-energy environment.
- Must possess great organizational skills.
- Must communicate & deal with employees & guests in a respectful manner.
- Must be a team player.
- Must be proficient in Microsoft Office programs
- Must possess knowledge of & be able to use social media platforms such as Facebook & Instagram.
- Must have a positive disposition.

**Bonus Skills**

- WordPress
- Photography
- (Basic) Design

**Work Environment:**

- Crossgates offers a fun-filled and energetic work environment.
- The requirements listed above summarize experiences employees will encounter while performing the essential functions of this job (reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions).
- The noise level in the work environment fluctuates. At times, it will be equivalent to a busy shopping venue. Occasionally, the work environment is equivalent to a general office environment.

**Benefits:**

- **We provide excellent benefits, including:**
  - Group health Plan Coverage for yourself and family
  - RX Plan Coverage
  - Group Term Life Insurance
  - Short-term Disability & Long-Term Disability
  - 401(k) Plan
  - Vacation, paid sick leave and holidays.