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## **JOB DESCRIPTION**

JOB TITLE:

**EXHIBITIONS & PROMOTIONS  
COORDINATOR (NON-GLA)**

JOB TITLE OF INCUMBENT'S SUPERVISOR:

**GENERAL MANAGER**

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## **PURPOSE OF JOB**

To identify and promote opportunities to generate revenue from Non-gross lettable areas across the entire portfolio.

## **KEY PERFORMANCE AREAS**

- Responsible for NON-GLA Income (except for NON-GLA Promo Income managed by centre managers) across the portfolio.
- Responsible for identifying revenue opportunities.
- Responsible for marketing, selling and coordinating exhibition courts, kiosks spaces, advertising spaces (including print and digital media).
- Revenue opportunities include but not limited to kiosks, exhibitions spaces, façade and pylon advertising, escalator, booms and lift branding, advertising frames, digital screens, refuse bins (internal and external) and parking advertising.
- Carry out full audit of the properties and identify alternative revenue opportunities.
- Realising targets as established in each financial year's approved budget, and, set and review targets of identified revenue opportunities not budgeted for.
- Manage and develop NON-GLA bundle offerings.
- Keep abreast with market research to retain competitive advantage.
- Present, obtain costs for and implement new revenue streams.
- Stay up to date with industry technology and trends and innovative ideas.
- Manage NON-GLA income contracts and agreements.
- Manage NON-GLA income payments and invoicing.
- Ensure correct allocation of payments together with accounting department.
- Track targets, income and corresponding expenses.
- Liaise with key-stakeholders, centre managers, marketing team, property managers and support departments.
- Weekly and monthly NON-GLA reporting in format prescribed from time to time by either Line or Senior Management.
- Build relationships with key suppliers, partners and service providers.
- Ensure brand exposure is fitting to each specific mall.
- Ensure that all rules and regulations regarding advertising are adhered to.

- Responsible for direct sales, including targeting specific brands and cold calling.
- Duties include daily targeting and advertising of available advertising opportunities.
- Responsible for NON-GLA enquiries.
- Responsible for advertising brand exposure opportunities.
- Tenant interaction pertaining to NON-GLA advertising and displays.
- Take ownership of work, be responsible for performance relating to your goals & deadlines.
- Ad-hoc Admin tasks.
- Attention to detail must be excellent.
- Will be required to travel on occasion and attend to promotional/exhibition activities where needed.
- Ad-hoc assisting with cold calling, training, sourcing of pop-up shops.
- Assist in with leasing and special projects as directed and assigned from time to time

#### **QUALIFICATIONS, COMPETENCIES AND SKILLS**

- Minimum of Grade 12 Certificate.
- Bachelor's degree in marketing Property or equivalent (Advantageous)
- Minimum of 3 years' experience in similar role.
- Passion for retail and marketing
- Proficient in Microsoft Word, Excel, Office
- Excellent written and verbal skills
- Working knowledge of commercial lease documents
- Working knowledge of basic commercial real estate
- General business and property management acumen.
- Well organized and have a strong ability to pay attention to detail.
- MDA experience will be advantageous.

#### **JOB TYPE:**

- Full-time

#### **EXPERIENCE:**

- Retail Exhibitions & Promotions: 2 years (Preferred)