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## **JOB DESCRIPTION**

**JOB TITLE:**

**MARKETING MANAGER**

**JOB TITLE OF INCUMBENT'S SUPERVISOR/S:**

**GENERAL MANAGER**

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### **PURPOSE OF JOB**

The Marketing Manager is responsible for managing and coordinating the complete onsite marketing function, assisting with formulating, and implementing sustainable marketing and brand strategies, public relations and communication strategies and policies while managing the marketing and information staff's key outputs and representing Centre management.

### **KEY PERFORMANCE AREAS**

#### **Development of the Centre's annual marketing strategy and budget:**

- Compile a comprehensive marketing strategy in line with Centres objectives and research results on an annual basis.
- Compile the marketing budget in line with annual marketing strategy.
- Manage the execution of the marketing strategy daily.
- Manage and control the marketing budget and expenditure in line with marketing activities.

#### **Development and implementation of the Centre's brand strategy and advertising plan:**

- Coordinate the creative campaigns developed for the Centres brand, Centre and event/promotion specific campaigns and manage the creative and production process.
- Determine the preferred media and tools to use in the advertising strategy and initiate all media planning and booking.
- Function as the primary brand custodian for the shopping Centre.
- Management of marketing department and administration.
- Ensure all marketing assets are systematically maintained and registered.
- Hold a formal monthly marketing meeting with the property team and ensure minutes are accurate and recorded.
- Filing and maintenance of all records relating to marketing of the Centre.

**Planning and implementation of promotions and events:**

- Sustain the brand awareness levels of the Centre through ongoing annual, seasonal, weekly events and promotions as set in the marketing strategy.
- Conceptualize events/promotions in line with marketing strategy and Centre objectives and oversee the event team's implementation the plan.
- Ensure efforts to secure sponsorships to enhance event spend wherever possible.
- Ensure that events are successful in building the brand, increasing quality foot traffic, driving turnover and extending dwell times.

**Drive the digital and social media strategy for the Centre:**

- Implement the digital/social media strategy as detailed in the Centre marketing strategy.
- Ensure all engagement across digital platforms is aligned to the brand principles and always follows the good practice guidelines.
- Manage social media (Instagram, Twitter and Facebook)
- Implement workable strategies to improve mobile app and engagement platforms
- Manage website redevelopment and improvement.

**Media relations, Public Relations, and Publicity:**

- Development of a PR strategy in line with the approved marketing plan and strategy.
- Oversee PR outputs to ensure ongoing efforts to secure publicity to maximize exposure for the Centre.
- Regular development and dissemination of press releases to targeted media.
- Regular meetings with key journalists and/or media contacts to build relationships.
- Establishing key media contact details.
- Develop and implement an effective crises communication management plan and ensure all management role players are trained effectively as detailed by the plan.

**Exhibition and Indoor/Outdoor sales:**

- Compile and implement the exhibitions and indoor/outdoor sales strategy.
- To ensure that exhibition and indoor/outdoor sales income targets are met and potentially exceeded.
- Ensure that all exhibition displays, and activities are in line with Centre regulations and reflect positively on the Centres brand.
- Manage contractual SLAs of any external media agencies appointed by the Centre to drive
- sundry sale income.
- To implement the necessary controls and procedures to ensure that the sales function is effective and result-driven.

**CSI program:**

- Development of CSI strategy in line with marketing plan and marketing strategy.
- Implementing the Centers CSI strategy.
- Implementation of all CSI events as determined by partnerships or the strategy.
- Ensure the effective implementation of a formal tenant relationship plan in line with the strategy.

- Implement the tenant induction process and effectively offer marketing support and promotion of all new stores opening in the Centre.
- Initiate tenant training, workshops and service audits where required and implementation of an awards program if part of strategy.
- Ensure effective communication plan including regular tenant newsletters and updates – digital and direct.
- Meet with regional retail contacts and majors regularly to share strategy information, gain retail trend information, and encourage collaborative partnerships.
- Regional Reports: Submission of detailed monthly report for Centre owner packs and as required.

**Research:**

- To implement a research strategy as required and oversee the appointed service provider.
- To facilitate focus groups as may be required to gather information.
- To implement surveys digitally or direct as information gathering tools as needed.

**QUALIFICATIONS, COMPETENCIES AND SKILLS**

- Minimum 5 years' experience as a Marketing Manager in a retail environment
- Bachelor's degree or equivalent experience preferred
- Strategic thinker, capable of developing an overall marketing plan and overseeing the execution of that plan
- Professional reputation; strong industry credibility
- Proven effective management experience
- Excellent self-starter with strong and independent work ethic; project oriented, results-driven,
- Problem solver.
- Well-organized; excellent attention to detail.
- Proficient in Microsoft Word, Excel, Office,
- Excellent written and verbal skills