

Property Marketing Manager - Latam

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Company: Sagan

Location: Bogotá

Category: other-general

Job Position: Property Marketing Manager - Latam

Location: Remote (PST Timezone)

Working Schedule: Monday-Friday, 09:00 AM to 05:00 PM PST

About Us:

Our Company is an entrepreneurial, growth-oriented company focused on the creation and preservation of wealth through targeted investments in commercial real estate in the Western United States. We are passionate about real estate, dedicated to hard work, and strive for excellence in everything that we do. We value our employees and aim to create a fun, merit-based environment that encourages hard work, creative thinking, and high-quality performance. We foster persistent improvement, and we are seeking like-minded individuals who share our attention to detail and passion for excellence to join our growing team.

Role Overview:

Reporting to the Director of Business Development (DOBD), the Property Marketing Manager is responsible for supporting all efforts in driving the traffic, sales, and NOI growth of the assigned properties through implementing strategic and effective marketing strategies.

The Property Marketing Manager supports the successful planning and execution of all marketing events and programming, actively nurtures tenant relationships, and oversees digital marketing/social media and public relations for the property as well as center-

related collateral/materials, marketing & advertising.

Under the direction of the DOBD, the Property Marketing Manager develops and implements strategic programs of their own accord, showing measurable results that impact the bottom-line profitability of the center.

JOB DUTIES / RESPONSIBILITIES:

Consumer Marketing and Customer Experience:

The Property Marketing Manager is responsible for developing the center's marketing plan and customer experience initiatives that drive sales/traffic and NOI growth.

Successful implementation of the annual marketing plan by incorporating innovative and well-defined strategies and tactics to achieve property and tenant objectives.

Leads local marketing events and programs that directly produce sales and traffic; manages contracts & insurance for vendors in compliance with company policies. Tracks spending for all events and ROI.

Oversees digital business concepts and vendors associated with the center's website, email database, SMS database, and social media assets, driving growth of subscribers and followers.

Coordinates and creates all center content assuring there's consistency in style, accuracy, and value to the customer while driving retailer promotions/merchandise and marketing events. Works in a collaborative and supportive manner with the Director of Business Development, and other departments to achieve local sponsorship goals for the center & support partnerships that enhance the shopping experience.

Develops and implements the community/government relations plan and takes an active role in local community organizations. Professionally collaborate with the appropriate community/government leaders, institutions, and event planners as needed.

Participates as a member of the center's leasing and development team when applicable for the property.

Supports ongoing graphics/signage communications strategy, ground-breaking/grand-opening events, and post-opening marketing strategy.

Develops new ideas and best practices to incorporate into the menu of consumer service and experience offerings.

Consumer Insight:

The Property Marketing Manager is responsible for producing shopper insights, research findings, market information, and positioning/visioning recommendations with the customer - retailers, shoppers, and community.

Works with Leasing, Asset & Property Managers to produce shopper insights and relevant research-based market information that supports business sales growth.

Retail, Management, and Sales Partners:

The Property Marketing Manager is responsible for implementing unique marketing opportunities and programs to support retailer and sponsorship sales.

Develops retailer relations by establishing and maintaining a thorough understanding of retailer sales performance/store productivity, percentage rent analysis, category analysis, retail trends, developments in the trade area, local/regional economy and competition, and any other factors impacting overall center performance.

Solicits and encourages retailer participation/support to promote their business and add value to overall center marketing plans.

Builds retailer-focused programs that support traffic and sales growth.

Prepares correspondence, proposals, and presentations for a variety of audiences regarding programs, projects, and other ideas to support the business objectives of the center.

Acts as a go-to resource for tenant inquiries, tenant opening and announcements, event coordination, and other tenant marketing efforts.

Financial Management:

Responsible for maintaining the annual marketing budget under the direction of the DOBD, including accurate monthly forecasts and accruals.

Responsible for generating and growing sponsorships for the center, increasing the bottom line.

Oversees the bidding process for marketing vendors and expenditures.

Communicate in advance with the DOBD and Property Manager any potential problematic budget issues.

Corporate/General/Other:

Collaborate with the Director of Brand Strategy on operational marketing functions, including but not limited to property website / CMS, branding, social media, agency/consultant selections, and more. Support Corporate Marketing function, especially with social media, events, or managing shared external resources.

Works on special projects as requested and all other duties as assigned.

Encourages and proactively leads team communication and idea exchanges to enhance the business.

REPORTING STRUCTURE:

The position reports directly to Kelly Price, Director of Business Development

VITAL FACTORS/PERFORMANCE METRICS:POSITION COMPETENCIES:

Must possess strong creative skills as well as be a strategic, analytical thinker and proactive problem solver.

Must have prior leadership skills and ability to effectively manage people and processes while maintaining a positive, friendly disposition in a fast-paced, ever-changing environment.

Proactive and organized work style with the ability to manage multiple to completion and on time in a fast-paced, ever-changing environment.

Excellent interpersonal and customer service and support skills with the ability to adapt to a variety of audiences and personalities in order to make a positive impression.

Ability to collaborate with others and manage through conflict.

Strong internal drive and initiative to seek out resources when needed and produce results.

Ability to manage budgets and have solid accounting skills.

Meticulous, event planning a plus.

JOB EXPERIENCE QUALIFICATIONS:

College degree in a relevant field

Minimum of five years of marketing and/or related experience preferred (retail, real estate, event marketing a plus).

Intermediate to advanced computer skills, including proficiency with MS Office Suite and video conference tools (e.g., Zoom, Teams, etc.).

Experience with social media marketing, campaign management, creative/artwork, creating calendars, and using scheduling tools.

Experience with email marketing tools (Mailchimp, HubSpot, etc.) and creating or updating newsletters.

Experience with Adobe Creative, and Canva, and ability to update website via CMS (WYSIWYG) or manage 3rd party to make edits in a timely manner.

Experience effectively managing external resources and consultants to meet project deadlines and goals.

Experience providing customer support or consultations to troubleshoot issues or to come up with new ideas and solutions when problems arise.

Clear and effective communication skills, both verbal and written.

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