



STRATHALLEN

<b>Position Title:</b>	Coordinator, Marketing
<b>Reports To:</b>	Manager, Marketing
<b>Location:</b>	Southland Mall – Regina, SK

### About the Company:

Strathallen is a fully integrated Canadian real estate management company. Founded in 2003 by seasoned real estate executives, Strathallen provides asset management, property management and strategic advisory services to institutional and high net worth investors. The Company currently manages and operates three private closed-end funds, with the mandate to strategically acquire and dispose of quality retail investments and deliver industry leading risk-adjusted returns. Strathallen provides investors with confidence through co-investing and incentive fee arrangements. The Company is supported by; in-house asset management, property management, financial, leasing and development teams. Strathallen specializes in creating value in opportunistic property investments on behalf of institutional clients. Strathallen's culture supports a diverse team environment where our leaders are dynamic and our employees work in a collaborative mindset; we respect the people we work with and for, and we encourage entrepreneurial spirit. For more information on Strathallen, please visit [www.strathallen.com](http://www.strathallen.com).

### About the Position:

We are looking for an energetic and enthusiastic candidate to join Strathallen as a **Coordinator, Marketing** at Strathallen Property Management Inc. This position offers an excellent opportunity for an individual to grow and add value to a supportive, expanding company.

### Key Responsibilities:

- Generate leads and field inquiries for The SPOT (our community room) & The POP SHOP (our dedicated pop up space for local businesses) via cold calls, email blasts, activation marketing, etc.
- Work with Manager, Marketing to build and foster ongoing database of community partners including non-profits, charities, sports teams, clubs, and other community organizations
- Book and maintain an external website calendar for The SPOT & The POP SHOP
- Generate non-profit temporary lease agreements ("TLA's") and work with Property Manager on for-profit TLA's
- Help run ongoing promotional activities, workshops & events in conjunction with the Manager, Marketing within The SPOT & The POP SHOP
- Capture media (photo/video) of The SPOT & The POP SHOP usage
- Utilize Southland Mall website and social media channels to promote The SPOT & The POP SHOP
- Work with maintenance team and Property Management department to ensure operational requirements of The SPOT vendors are met
- Coordinate and execute all agreements needed for vendors occupying The SPOT & The POP SHOP
- Run activation marketing initiatives such as sponsorship booths, experimental marketing, and information booths both in the centre and at off-site events
- Show prospective vendors and temporary tenants' space available
- Proactively seek opportunities to create memorable customer interactions, assist customers by providing directions, wheelchairs, strollers, information, answering questions and performing other shopping centre specific duties to help assist
- Actively communicate promotional, marketing and community activities to all customers in person and on the shopping centre's public address system
- Develop and maintain strong relationships with retailers and educate them about the shopping centre's services, marketing, and promotional activities
- Sell shopping centre gift cards and assist in the daily administration of the shopping centre gift card program
- Provide support for the development and implementation of the marketing functions of the property including:

- Tenant communications (i.e., tenant memos, newsletters, etc.)
- Property Initiatives (i.e., community programs (mall-walking, etc.), contest coordination, holiday decorating, data entry, photo/video)
- Leasing Initiatives (i.e., high-quality unit photos & video tours, Kijiji listings, etc.)
- Other duties as assigned by Manager.

**Job Requirements:**

- Bachelor's degree in Marketing, Communications or Sales.
- 1 – 2 years of relevant experience.
- Strong attention to detail with the ability to organize/manage multiple tasks and meet deadlines in a demanding work environment.
- Reliable team player with a proactive attitude.
- Good verbal and written communication skills.
- Computer skills in Microsoft Office including PowerPoint and Word.

Please email resumes with a cover letter to [careers@strathallen.com](mailto:careers@strathallen.com) referring Job: Coordinator, Marketing in the subject line.

Strathallen is a strong advocate for diversity, equity, inclusion, and an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, abilities, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. Strathallen is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment.

To request reasonable accommodation during the recruitment process or need any assistance with the application process, please contact Nicole Manuel at 416-479-3183 or [nmanuel@strathallen.com](mailto:nmanuel@strathallen.com).