



STRATHALLEN

Position Title:	Manager, Marketing
Reports To:	Director, Marketing
Location:	Carlingwood Shopping Centre – Ottawa, ON

About the Company:

Strathallen is a fully integrated Canadian real estate management company, with over \$1.2 billion in assets under management. 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 four 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 an entrepreneurial spirit. For more information on Strathallen, please visit www.strathallen.com.

About the Position:

We are looking for an energetic and positive individual with a marketing background focused on retail real estate to join our company, as a **Manager, Marketing** on a permanent basis. This position is ideal for a candidate who thrives in a fast-paced environment and enjoys working in an entrepreneurial, team environment.

Key Responsibilities:

- Responsible for enhancing the image and profitability of a major shopping centre with possibility of other centres as well through developing and implementing an aggressive, creative, and strategic marketing plan designed to increase traffic, sales and the shopping centres market share;
- Responsible for developing and implementing an annual marketing budget, working closely with the management team (and where applicable with the Merchant's Association) to contribute toward sales objectives;
- Being familiar with and following the bylaws of the Merchant Association (where applicable);
- Superior working knowledge of various forms of media and marketing tools including print, radio, social media and social media scheduling tools, website management platforms etc.;
- Creating content, managing, and monitoring of the major Centre and other site's social media pages and website;
- Proactively researching new marketing trends and opportunities to promote the Centres;
- Establishing and building a strong relationship between the shopping centres and the community;
- Maintaining an outstanding relationship with retailers and tenants of the Centres;
- Proactively reaching out to prominent stakeholders in the community to build relationships, inquire about sponsorship opportunities and continuously promote the Centres;
- Responsible for all community bookings and events;
- Supporting national marketing programs
- Creating and implementing promotions, events and contests with defined and measurable KPIs;

- Responsible for the Gift Card program management (where applicable), including but not limited to gift card orders, sales monitoring, preparing daily reports, monitoring monthly activity, bank deposits and reconciliation;
- Responsible for the Customer Service Department (where applicable), scheduling, training, supervising, performance reviews;
- Other duties as assigned.

Job Requirements:

- Minimum of 5 years of marketing experience in retail real estate with an established database of industry contacts and service providers (at least 1 year of managerial experience);
- Graduate from college or university in a program relating to marketing/communications;
- Experience in development and execution of strategic marketing plans;
- The ability to multi-task and prioritize under pressure is required;
- Ability to work in a team environment across all levels, in a professional and friendly manner;
- Superior verbal and written communication skills with attention to detail is required;
- Proficiency in Microsoft Office and Adobe Creative Suite (InDesign, illustrator) is preferred;
- Valid driver's license and access to a vehicle is required;
- Fluent in French would be an asset

Please email resumes with cover letter to careers@strathallen.com referring Job: Marketing Manager 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.