

ERIS PROPERTY GROUP				
JOB DESCRIPTION MARKETING MANAGER		DATE ISSUED	2021	
		REVISION	2	
COMPILED BY	HRBP	REVIEWED BY	MARKETING MANAGER: ASSET MANAGEMENT	Doc.: HR
APPROVED BY	EXECUTIVE HEAD: ASSET MANAGEMENT			Page 1 of 2

Position : Senior Marketing Manager

Division : Asset Management

Company : Eris Property Group

Location : Sandton

Reporting to : Head of Marketing & Brand Management

PURPOSE OF JOB

To be responsible for handling all aspects of the marketing function including but not limited to the execution of planned promotional campaigns and organising promotional events at the Shopping Centre's

KPA	KPI
Strategic Marketing Leadership	- Develop and execute annual marketing plans for funds and shopping centers. - Manage marketing budgets and ensure alignment with strategies. - Oversee internal teams and suppliers for effective execution. - Create engaging content and promotions, continuously optimizing through data analysis.
Digital Marketing and Online Presence	- Manage paid advertising campaigns on social platforms. - Plan and execute email campaigns across channels. - Optimize paid media spend on social media ad platforms. - Develop and manage landing pages for marketing channels. - Stay updated on market trends and identify new engagement opportunities. - Establish and maintain electronic communication platforms (websites, social media, etc.). - Implement system enhancements for lead generation optimization.
Brand Management and Publicity	- Ensure consistency of marketing materials across regions. - Manage property brands in line with corporate guidelines. - Generate and distribute press releases to the media. - Monitor publicity on all platforms, including social media.
Collaboration and Liaison	- Collaborate with Asset Managers and property management teams on leasing strategies. - Implement rewards programs and campaigns in coordination with property management. - Conduct monthly Tenant Meetings. - Attend individual and category tenant meetings.

	• Approve newsletters to tenants and compile surveys.
Reporting and Budgeting	• Prepare monthly reports on ESG and SDG in line with social impact reporting. • Provide budget recommendations and manage budget allocation. • Evaluate competitor activity and seek strategic alliances and sponsorships. • Make strategy and budget recommendations.
Project Management	• Plan and execute marketing campaigns and projects within tight timelines and budgets. • Analyze and optimize automated email conversion rates for efficiency.
Advertising Agency Management	• Oversee and generate briefs for agency campaigns. • Approve creative work and media schedules. • Maintain ongoing liaison and strategy meetings with the agency.
Direct Marketing and Market Research	• Develop database gathering and communication strategies. • Liaise with suppliers and communicate strategies to tenants. • Develop online/electronic marketing strategies. • Evaluate proposals and conduct formal market research. • Conduct monthly shopper focus groups. • Conduct dipstick research.
Event and Exhibition Management	• Conceptualize events and manage time plans and budgets. • Liaise with suppliers and participating tenants. • Handle booking and invoicing of exhibitions. • Source new and trendy exhibitions monthly. • Coordinate all setups and strikes. • Manage exhibitor relations and payments. • Maintain a contact list of exhibitors. • Compile feedback reports and liaise with subcontractors. • Assist with rental of temporary stores. • Design PR campaigns for exhibitions. • Compile financial and written reports for exhibitions.
Public Relations and Customer Service	• Deal with customer complaints and inquiries. • Organize charity events. • Develop and maintain a database. • Manage written and verbal communication for PR duties. • Deal with media and reporters. • Submit responses to media and individuals. • Ensure engagement in charity fundraising efforts and social responsibility within the local community. • Stay aware of national and local events for promotional opportunities that benefit the center. • Liaise with local media (newspapers and radio stations) regarding features, advertisements, editorials, and sponsorships.

	• Maintain effective communication systems with the marketplace and shoppers. • Advise tenants on merchandising and customer service.
Financial Management	• Approve invoices to be paid. • Maximize the effectiveness of advertising within budget. • Prepare the annual promotion budget. • Formalize and record expenditure. • Control physical assets and ensure safekeeping.

SKILLS AND COMPETENCIES ESSENTIAL TO THE POSITION

Business	• Excellent communication and interpersonal skills on all levels • Innovative thinking and ability to follow process • Dynamic and enthusiastic • Ability to work as part of a team • The ability to interact professionally with tenants and landlord • Competent time management skills • Be deadline driven
Human Capital	• Transparent honesty. • Reliability. • Positive Attitude and highly motivated • Lead by example. • Assertive and effective communication. • Sensitive to client and staff requirements and problems. • Ability to create a professional office environment • Organization and planning skills. • Demonstrate strong moral values, empathy, passion, career aspirations, and positive living

QUALIFICATIONS AND EXPERIENCE

Qualifications	• Grade 12 (Matric) • Relevant Diploma or Degree in Marketing will be advantageous
Experience	• Minimum of 3 to 5 years' experience in a relevant field (Shopping centre experience is an advantage). • Strong Proficiency in relevant computer packages (MS Office) and software packages • Excellent attention to detail and numerate accuracy

ACKNOWLEDGEMENT OF JOB DESCRIPTION

LINE MANAGER

Name and Surname	
Signature(s)	
Date	

EMPLOYEE

I declare that I have read and understood the above job description and acknowledge that my roles and responsibilities are not limited to the aforementioned.

Name and Surname	
Signature	
Date	