



POSITION: Marketing Manager

LOCATION: Eden Prairie, Minnesota

REPORTS TO: Senior General Manager

ABOUT THE PROPERTY

Eden Prairie Shopping Center has been serving the southwest suburbs of the Twin Cities since opening in 1976. The 1.3 million square foot, two level, enclosed Minneapolis mall features more than 90 shops and restaurants. The center is anchored by Von Maur, Target, Kohl's and JCPenney. A nearly 250,000sf Scheels will join the anchor lineup in August, 2020.

The property is well known for its entertainment wing showcasing Crave, Wildfire, Panera Bread, Barnes & Noble and an 18-screen AMC Theatre and IMAX, which recently completed a \$4 million renovation and added the state's only Prime at AMC.

POSITION SUMMARY

Our Marketing Manager at Eden Prairie Shopping Center represents the Property by implementing and coordinating all marketing and communication initiatives. This position has budgetary accountability and works within an annual marketing plan including, but not limited to, collateral development, web initiatives, social media, advertising, public relations, promotions and special events for the Property. The Marketing Manager is the tenant liaison responsible for managing communication with retailers as it relates to marketing at the Property. The individual in this role is expected to work all marketing events including those held on weekends which may at times require working more than forty hours in a week.

ESSENTIAL DUTIES

The following are the essential duties and expectations of the role and not an exhaustive list of the intricate job details:

- **Event and Promotion Management:** coordinate and execute promotions and special events including pre-planning and post-event recaps.
- **Community Relations & Networking:** collaborate with community groups to support and create new and ongoing programs and events;
- **Collateral Development:** supervise the production of collateral materials for the center;
- **Public Relations:** coordinate press releases, manage press kit needs, clippings, PR efforts, and maintain media list;
- **Digital Marketing:**
 - Manage and update property website, as well as social media and community platforms (i.e.: Facebook, Instagram, etc.).
 - Provide content, monitor social media metrics and propose strategy changes to achieve optimal growth and engagement.
 - Oversee 3rd party vendors to create, launch, test and optimize digital strategies for customer engagement such as SMS text and Wi-Fi alive program.
 - Coordinate weekly email program achieving annual email objectives including subscriber list growth.
- **Tenant Relations:** Work with tenants to promote in-store events and promotions. Keep open lines of

communication with merchants;

- Leasing Marketing: work with leasing team in marketing the property to prospective tenants. Coordinate store openings and special tenant events with retailers;
- Reporting: prepare and submit monthly marketing report;
- Sponsorships and Advertising Income: Identify potential sponsorship and advertising income opportunities. Negotiate sponsorship and advertising opportunities to generate income and offset promotional fees;
- Budget Management: maintain budget accountability for marketing expenses and work with General Manager on monthly budget reforecasting;
- Competition Review: monitor and evaluate competitor marketing activities and products;
- Legal Agreements: confirm all communications fall within legal guidelines and events have appropriate license agreements;
- Miscellaneous: expect other duties to be assigned as needed and applicable.

EDUCATION AND EXPERIENCE

- Bachelor's degree in communications, advertising, public relations, and/or marketing
- 5+ years' marketing management experience including budgetary responsibility
- 2+ years' experience with MS Office, Adobe (InDesign, Illustrator, Photoshop), Hootsuite, Bitly Enterprise, Google Analytics, Google AdWords, MailChimp, Facebook Business Manager
- 2+ years' of demonstrated event coordination and retail marketing experience preferred
- 2+ years' advertising and/or public relations agency experience preferred

SKILLS AND COMPETENCIES

- Effectiveness in influencing, negotiating, and building rapport with vendors/tenants and team members.
- Effective written and oral communication; able to present ideas persuasively in a clear, concise and compelling, professional manner.
- Sound business acumen; working knowledge of basic accounting principles and ability to analyze operations and budgets.
- Analytical and organizational prowess.
- Proven ability to juggle multiple projects.
- Commitment to the highest ethical standards.

CERTIFICATES, LICENSES AND REGISTRATIONS

None

Please send resume to: careers@cypressequities.com

Please note: we review each resume for the position it was originally submitted as well as any other positions similarly situated. A recruiter will be in touch with you either by phone or email if there is a potential match. All resumes are actually reviewed by a live human being, meaning your resume has not entered the dreaded "black hole".

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