



CYPRESS

Department/Location: Bayshore Town Center
Job Title: Marketing Manager
Reports to: General Manager and Corporate Marketing Director
Supervises Others: YES
Date of Creation/Revision: 01/22/19

Bayshore Town Center is an open-air, mixed-use shopping center featuring a variety of retail shops, restaurants, entertainment, office space, and residential units. Bayshore Town Center has more than 80 merchants, offices and restaurants. The center boasts a dynamic atmosphere and unique shopping experience.

Bayshore Town Center currently has an opening for a dynamic Marketing Manager to represent the Property while working with the General Manager and Corporate Director of Marketing to implement and coordinate all marketing and communications initiatives within an annual marketing plan. This position will have one direct report but also works closely with the entire property team. Currently the property is preparing for a comprehensive redevelopment project. The Marketing Manager will play a vital role in keeping the property's image positive and forthright in the community and the media.

The Marketing Manager must be a self-starter with great attention to detail, strong writing skills, and an understanding of the creative process from start to finish. This role is responsible for collateral development, web initiatives, social media, advertising, public relations, promotions and special events for the property. Additionally, the position is the merchant liaison and responsible for managing all points of communication with retailers as it relates to center marketing. The Marketing Manager has budgetary accountability and is responsible for managing departmental expenses and workflow, including the review of marketing legal documents. This position is expected to be available to work weekends and overtime when required.

EDUCATION AND EXPERIENCE

- Bachelor's degree in communications, advertising, public relations, and/or marketing
- 5+ years related experience including budget management experience
- 2+ years of demonstrated event coordination and retail marketing experience preferred
- 2+ advertising and/or public relations agency experience preferred
- 5+ years' experience in MS Office and graphic design software