



RETAIL MARKETING MANAGER

Liuzzi Property Group is a family owned and operated business founded in the 1950's. The Company owns and manages a portfolio across all market sectors including retail, industrial, office and residential with a focus on geographical diversification along the Eastern Seaboard States, with major holdings in Victoria and Queensland.

Within our holdings are 8 Neighbourhood Shopping Centres of which 5 are located within Victoria and the other 3 in Queensland. Additionally, we also own a bulky goods retail centre in Queensland.

We are seeking the services of an experienced Marketing Manager to join our team in a part time (4 days per week) capacity to manage the marketing and promotional budgets and activities for three of our Centres in Victoria.

Initially the role will be for four days per week. However, this may grow in time depending upon the direction of Management and whether the additional Shopping Centres owned by the Group are brought under the same umbrella.

Job Description:

- Liaise with the Centre Manager and prepare budgets for each Centre based upon tenant contributions for the financial year together with the contribution by the Landlord.
- Liaise with internal and external stakeholders to develop relations and exhaust partnering opportunities for the implementation of relevant marketing activities;
- Prepare a calendar of events for each centre based upon a financial year.
- Submit appropriate information to the tenants regarding the proposed event for the financial year.
- Develop suitable events throughout the budget year to maximize both tenant and shopper participation. Activities designed to generate and boost increased patronage from shoppers and enhance sales for the Centres.
- Events to involve a level of "theatre" where appropriate to ensure greater participation.
- All events to be designed to generate maximum exposure to each Centre with a view to increasing customers to each centre as well as participation in the events.
- Where appropriate engage with retailers and develop ongoing relationships to ensure active participation in each event as well as encouraging retailers to offer "specials" to shoppers.
- Coordinate, design and plan each event to deliver the greatest exposure through "flyer", media, mail drops etc.
- Prepare creative artwork for printing
- Financial Management of the marketing programmes including budget planning to ensure that the expenditure is controlled and the "spend" is appropriately spread throughout the year.
- Provide feedback to the Centre Manager and Senior Management on the success of each event. Also provide feedback to the retailers.
- Prepare regular newsletter to tenants to keep them abreast of events etc.
- Ensure effective team communication throughout including the application of suitable reporting systems.

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- Compile appropriate data from each event to demonstrate the level of success and benefit to each centre.
- Ensure that shopper information obtained from each event is utilised to build an appropriate data base.
- Implement “Exit Surveys” and “Focus Groups” as and when directed by Management or as recommended to Management for approval.
- Plan and implement any ad hoc event/s, e.g. Centre Opens, VIP nights, etc.

Skills:

- Strong communications skills and ability to present to Senior Management
- Ability to establish and build rapport with retailers
- General understanding of Computers including word, excel, power point, etc.
- Strong creative skills
- Financial management of budgeting and cost controls.

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