



Marketing & Promotions Manager

Aberdeen Centre is looking for an exceptional Marketing & Promotions Manager to be part of its dynamic team. Reporting to senior management, the Marketing & Promotions Manager will primarily engage in corporate-level marketing and marketing initiatives, including running a wide range of year round marketing and in-mall events, fairs and exhibitions to help drive customer traffic and business growth.

Major Responsibilities

- Develop and implement short & long term marketing strategy for in-mall events and social media sites
- Develop and manage annual budget
- Build strong community relations
- Manage social media campaigns and presence in social networking sites
- Oversee seasonal décor installation, teardown, and warehousing
- Establish close partnership with operations team, media and external group for promotion activities
- Support mall tenants in their communication needs, including but not limited to, grand openings and special marketing events
- Circulate memo to mall tenants on scheduled activities

Key Qualifications

- 6-8 years of solid experience in brand marketing, communications, digital marketing, sales promotions, events and partnership including experience in working with agencies such as advertising, PR and event production house
- All round marketing experience in shopping mall or retail industry would be an asset
- Strong conceptual thinking, effective communication and strong negotiation skills
- Sensitive to market trends
- Knowledge of Mandarin/Cantonese is an asset
- Outstanding interpersonal and organizational skills
- Strong leadership
- Flexibility to work evenings and weekends, during events and holiday seasons
- Bachelor's degree in marketing, communications, public relations is preferred

How to Apply

Remuneration and benefits package will commensurate with experience. If you think you are the right candidate for this position, please email your resume and cover letter to employment@aberdeencentre.com. We thank all applicants for their submission, however, only those persons selected for an interview will be contacted.