

Date: August 11, 2008

Title: Marketing Manager

Location: Myrtle Beach, SC

Education: Bachelors Degree in Marketing, Advertising, Journalism or Public Relations

Professional Experience: 5 or more years of experience in marketing for retail centers or other real estate related experience.

Candidate must have direct experience in creating and implementing successful marketing and communication strategies including events; sponsorships; internet and print marketing and advertising; and public relations for a retail center. This position requires outstanding written, computer, verbal and presentation skills. Candidate must be able to work long hours on an occasional basis, including weekends and have significant mobility and ability to walk extensively around the center. Knowledge of the Myrtle Beach local and tourism markets is desired.

Responsibilities:

Reporting to the General Manager, the marketing manager is responsible for the development and execution of a strategic and results-oriented marketing and communications plan for a 400,000 square foot upscale retail center. This center has a long term vacation and rental component that is managed by another company but is a direct source of customers for the approximately 40 tenants of this retail center. Coordination and cooperation with the residential management company and their marketing team is a key activity for this position.

Major activities include but are not limited to identifying and implementing strategies for increasing customer traffic to the center in order to meet the project's financial and customer experience goals. Strategies include creating and implementing cooperative tenant marketing programs, creating and executing events designed to attract customers to the center, creating and maintaining current and accurate marketing materials, creating and maintaining a positive image in the community via public relations opportunities, creating and implementing sponsorship opportunities and interfacing with the media, customers and partners. This position will liaison directly with the external marketing and communications company who will provide support for this position. The ability to think creatively is critical to the success of this position.

Salary and Benefits:

McCaffery Interests Inc. offers a competitive salary and benefits package including medical, dental, vision, short and long term disability insurance. McCaffery Interests Inc. is an equal opportunity employer

Resumes may be sent to sbonin@mccafferyinterests.com or to mailed to:
McCaffery Interests
4017 Deville Street
Myrtle Beach, SC 29526

No phone calls please. Only those candidates whose skills meet the requirements will be contacted.