

TEAM LEAD- MARKETING | FOR A NEW AGE REAL ESTATE COMPANY LOOKING TO DISRUPT THE INDUSTRY | PUNE

OUR BUSINESS:

Welcome to Tribeca, the largest branded luxury developer in India! Established in 2012, we have grown to become the largest developer of Trump-branded properties in the world (after the Trump Organization). Our current employee strength comprises of more than 60 associates across Mumbai, Pune, Delhi-NCR, Kolkata and Bangalore, and we have a team of incredibly talented, hungry, bright, and passionate folks, including IIT, IIM, Wharton, and SPA toppers and industry stalwarts.

At Tribeca, we are focused on creating world-class products and customer experiences. We pioneered the concept of branded residences in India and are developing over 6 million square feet of branded residential projects in India. We are also proud to be developing the world's largest rooftop terrace.

We believe in contributing towards a sustainable environment and are committed to developing responsible homes that are energy efficient and use materials and resources that do not cause a negative impact on the environment.

Join us in our mission to create world-class real estate and customer experiences. Be a part of the Tribeca family and help us shape the future of luxury real estate in India.

www.tribecadevelopers.com

This position is responsible for leading the marketing efforts for Tribeca Highstreet in all aspects of its operation. The position requires planning and execution of special events, public relations efforts, merchant communication and relations, community relations, advertising and collateral production and sponsorship programs. The position is responsible to ensure appropriate representation of Tribeca Highstreet. The person is charged to ensure that the programs, events and activities are in line with the Marketing Plan goals and strategies as well as Tribeca standards.

Responsibilities

Special Event and Marketing Program Management

- Concept, planning and implementation of all event initiatives.
- Mall-sponsored community events, merchandising events, fundraising events, third party / partner events and retailer-based events
- Establish event budgets and manage event costs.
- Provide Management with planning and progress for each event.
- Prepare event notifications outlining responsibilities to ensure event needs are communicated to department heads and teams.
- Document each event and create event recaps that include photos, return on investment, retailer/partner results, press clippings, event summary, etc.
- Preparation of promotional materials and collateral to support events.
- Orchestrate merchant participation in Mall sponsored events.

Social Media and Public Relations

- Set annual and quarterly goals for Social Media platforms.
- Work with a digital marketing agency to set social promotional calendar.
- Establish social media strategy.
- Oversee social media voice to maintain brand consistency.
- Establish annual press release distribution plan and manage schedule.
- Create PR plan with PR agency.
- Coordinate with management for media inquiries when applicable.

- Coordinate merchant participation for print and broadcast PR purposes.
- Organize and calculate Mall press clippings.

Sponsorship

- Identify paid sponsorship opportunities and potential partners.
- Prepare sponsorship packages.
- Negotiate sponsorship terms and conditions.
- Compile sponsor participation event results.

Advertising

- Responsible to ensure that the website is in line with brand.
- Initiate and oversee website updates.
- Responsible for email blasts promoting Mall and its retailers.
- Responsible to secure retailer assets for website and LEDs.
- Assist in campaign planning and execution.
- Manage the media schedule.
- Ensure that Mall signage is current.
- Develop annual marketing plan including establishing goals, strategies and tactics.
- Analyze merchant sales results and apply strategies to support merchant sales.
- Merchant communication via monthly reports, meetings, email and memos.
- Monitor inventory levels of premium items, collateral and marketing supplies.

Miscellaneous

- Assignments given by the Marketing Head and Management.
- Update Marketing Head on a daily basis.
- Answer inquiries from merchants, guests, vendors, etc.
- Assign tasks to staff and follow up as needed.

Key Qualifications

- A minimum college degree or equivalent
- Strong organizational skills
- A minimum of 5 years of experience in Shopping center or other entity event management
- Social media knowledge and strategy skills
- Public relations skills
- Well rounded oral and written communication skills
- Supervisory experience
- Experience in developing and implementing a marketing plan, goals and strategies
- Budget preparation and variance control
- Managing advertising agency and event partners