



CITYCENTRE ONE | 800 Town & Country Blvd | Suite 200 | Houston, Texas 77024

JOB DESCRIPTION

ASSOCIATE, MARKETING

Purpose

The Associate, Marketing reports to the Manager, Marketing and is responsible for the coordination of project marketing associated with Midway's purpose of creating enduring investments and remarkable places that enrich people's lives.

Key Areas of Responsibility

- Manage the day-to-day marketing operations of Century Square, Midway's mixed-use development in College Station, TX.
- Assist in the coordination and development of marketing plans, strategies, budgets and event calendars.
- Coordinate public relations strategies, including writing and distributing press releases, and building relationships with local media outlets.
- Plan and execute advertising campaigns, design advertisements, and meet deadlines.
- Maintain project web sites and social media sites, along with coordination of new initiatives.
- Design various collateral materials, such as brochures, newsletters, e-blasts, signage, etc.
- Execute and attend various events, including all pre-event logistics, vendor coordination and day-of event coordination. Develop various events — planning, coordination and execution — all within budget.
- Seek out potential sponsors and partners for event opportunities.
- Assist with advertising sales and editorial content for *District* magazine.
- Work on multiple projects, with varying priority levels, to meet the agreed upon objectives.
- Assist and work closely with the other on-site teams to facilitate the successful execution of company and project objectives.
- Assist other professionals and team members when necessary.
- Interact and coordinate various projects with marketing consultants and vendors.
- Maintain tracking matrix for various marketing projects and establish a manageable work schedule.
- Manage multiple deadlines.
- Other duties as assigned.

Qualifications

- Bachelor's degree in Business, Marketing, Communications or related field.
- Minimum of 1-2 years of work related experience.
- Working knowledge and experience with Adobe Creative Suite programs, including InDesign, Illustrator and Photoshop.
- Advanced proficiency and knowledge of Microsoft Office, Word, Excel, PowerPoint and Outlook.
- Ability to learn web-based programs for newsletters, web sites and social media.
- Desire to add value and grow within the company.

- Strong ability to work and thrive within a team environment.
- Exceptional creative skills using imagination and originality.
- Exceptional organizational skills.
- Strong character and ethical values.
- Strong work ethic.
- Punctual, Dependable, Flexible, Quick Learner, Self Starter.

Additional Skills

- Ability to maintain all information with the highest degree of confidentiality.
- Ability to manage multiple priorities in a fast-paced and deadline-oriented environment.
- Maintain a professional work environment and display an upbeat and positive attitude at all times.
- Ability to follow written and oral instructions.
- Exceptional follow-through skills.
- Fiscally responsible and uses reasoned judgment.
- Ability to plan ahead and think outside the box.