



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

- Facilitate the day-to-day marketing operations of Midway's mixed-use portfolio.
- Assist in the coordination and development of marketing plans, strategies, budgets and event calendars.
- Assist with public relations strategies, including writing and distributing press releases, and building relationships with local media outlets.
- 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.
- 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 marketing related experience.
- Ability to prioritize and juggle multiple projects consecutively.
- Timeliness in meeting deadlines and customer/client/colleague needs.
- Excellent written and verbal communication skills.
- Strong attention to detail.
- Working knowledge of Adobe Creative Suite and social media platforms.
- 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 follow written and oral instructions.
- Exceptional follow-through skills.
- Fiscally responsible and uses reasoned judgment.
- Ability to plan ahead and think outside the box.