

MCARTHURGLEN

GROUP

Job Title	Centre Marketing Manager	Function/ Region	Local Marketing/ DE&AT
Reports To	General Manager	Band	4
Location	Parndorf		

Our Mission

'To create the finest retail experiences.'

Our Purpose

'Making the extraordinary possible.'

Purpose

The Centre Marketing Manager is responsible for delivering high-quality, customer-focused marketing activity at centre level, ensuring campaigns, events and communications drive footfall, engagement and commercial performance across all marketing channels, including CRM, website, social media and onsite activity. Working under the guidance of the Regional Marketing Manager, the role translates Group and regional strategies into effective local execution, brings media campaigns to life both offline and online, manages the centre marketing budget with clear accountability for costs and footfall performance, and contributes as a key member of the Centre Management Team.

Key Responsibilities

Centre Marketing Delivery

- Contribute to and deliver the centre marketing strategy and annual plan, aligned to centre KPIs and the wider McArthurGlen brand strategy
- Lead the implementation of media campaigns at centre level, bringing Group and regional campaigns to life both offline and online in line with brand and quality standards
- Own and coordinate delivery across all centre marketing channels, including CRM, website, social media and onsite activity, ensuring consistent and effective execution
- Work in close cooperation with the Tourism Manager on tourism-related topics, ensuring strong implementation at centre level
- Support refurbishments, new phases, store and restaurant openings, commercialisation and redevelopment projects with appropriate marketing activity
- Share local insight and learning to inform regional and corporate marketing planning

Trading, Retail & Brand Support

- Work closely with Retail Managers to develop and deliver the centre trading calendar
- Collaborate on category and brand promotions that support trading performance
- Ensure all marketing collateral, events and visual presentation across the centre align with brand guidelines and visual merchandising standards

Budget Management & Performance Reporting

- Manage the centre marketing budget, including purchase orders and invoicing, in line with Finance guidelines, with clear oversight of costs and budget allocation

- Track and report marketing performance, providing regular updates on campaign effectiveness, footfall and commercial outcomes to the Regional Marketing Manager and General Manager
- Ensure local initiatives and media campaigns have clear objectives, target groups, messaging and KPIs, supported by competitor awareness and reporting

Team & Stakeholder Leadership

- Manage and develop direct reports (where applicable), supporting performance, engagement and capability
- Build strong working relationships across centres, regional teams and Head Office to support delivery of commercial goals
- Act as an active member of the Centre Management Team, collaborating daily with retail, facilities, office and customer-facing teams
- Undertake Duty Management responsibilities on a rota basis

Local Partnerships & External Relationships

- Develop and maintain relationships with local brand partners, media, business communities and local authorities to support centre objectives

Skills & Experience

Insight & Judgement

- Applies strong analytical, strategic and commercial judgement to evaluate opportunities, solve problems and optimise centre-level marketing activity
- Uses customer insight, performance data and local market knowledge to make sound decisions and translate strategy into effective local action

Communication & Influence

- Communicates clearly and confidently with centre leadership, retail teams, agencies and external partners, adapting messages for different audiences and target groups
- Builds alignment and buy-in through strong influencing skills, clear brief writing and effective stakeholder communication

Collaboration & Inclusion

- Builds strong, trusted relationships across centre teams, regional functions, Head Office, agencies and external partners
- Demonstrates strong stakeholder management skills, aligning different priorities to deliver shared business and marketing objectives

Delivery & Performance

- Demonstrates strong planning, organisation and prioritisation skills, managing multiple campaigns, deadlines and stakeholders effectively
- Delivers with accountability, attention to detail and a clear focus on quality, KPIs and commercial outcomes

Leadership & People

- Acts as a credible and proactive member of the Centre Management Team, showing leadership presence, ownership and sound decision-making
- Manages, coaches and develops others where applicable, while maintaining high standards and supporting delivery through change and ambiguity

Commercial & Business Impact

- Demonstrates strong commercial awareness, understanding how marketing activity contributes to footfall, sales performance and broader centre objectives
- Uses data, digital tools and customer understanding to improve marketing effectiveness and ensure campaigns resonate with the right target groups

Requirements

- Substantial professional experience in marketing, with a strong track record of delivering integrated campaigns across online and offline channels
- Proven experience in a commercially driven, fast-paced and customer-focused environment, ideally within retail, hospitality, leisure or destination marketing
- Strong stakeholder management experience, with the ability to influence senior internal and external stakeholders effectively
- Experience managing budgets, agencies and multiple concurrent projects with clear accountability for results
- Fluent in English and German, written and spoken
- Confident user of Microsoft Office (Word, Excel, PowerPoint, Outlook)

Our Success Framework



McArthurGlen, an Extraordinary Experience for Everyone.

At McArthurGlen we value the diversity of our people.

We celebrate difference and believe that everyone is extraordinary.

We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.

We learn and grow together, we all belong.