

MCARTHURGLEN

GROUP

Job Title	Centre Marketing Executive	Function/ Region	Marketing
Reports To	Centre Marketing Manager	Band	3
Location	Neumünster		

Our Mission

'To create the finest retail experiences.'

Our Purpose

'Making the extraordinary possible.'

Purpose

The Marketing Executive plays a hands-on role in delivering the centre's marketing plan, taking ownership of campaigns, communications and digital channels to drive footfall, engagement and commercial performance.

Working closely with the Marketing Manager and key stakeholders, the role requires a high level of ownership and accountability, translating plans into effective execution across CRM, newsletter, website and social media, while coordinating content production, brand communication and asset delivery for a fashion and lifestyle-led environment.

Key Responsibilities

Marketing Delivery & Execution

- Support the delivery of seasonal campaigns, events and promotional activities aligned with regional objectives and trading calendar, while contributing creative ideas for engaging content and customer-facing activations
- Coordinate marketing activities to ensure a balanced annual calendar in line with footfall and sales phasing

Digital & Channel Management

- Take ownership of website content updates, ensuring campaigns, offers and brand information are accurate, timely and aligned with centre priorities
- Support the planning and execution of CRM and newsletter activity, helping to optimise customer communication and digital engagement
- Coordinate social media activity in line with the brand's tone of voice, digital guidelines and commercial objectives
- Steer content production across digital channels, including briefing, asset coordination and alignment with fashion style and brand communication requirements
- Maintain accurate content and asset updates via CMS and other digital platforms, supporting strong customer engagement across channels

Stakeholder & Partner Collaboration

- Work closely with Guest Experience teams to support campaign execution and customer engagement initiatives
- Build relationships with brand partners to support marketing initiatives and centre performance

Performance & Budget

- Monitor campaign performance and contribute to ongoing optimization and data-driven decision-making
- Support marketing reporting and cost management, including invoice tracking and budget administration

Risk & Compliance

- Ensure all marketing activity complies with company policies, procedures and guidelines
- Support Duty Management responsibilities, contributing to a safe and well-managed environment

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Skills & Experience

Insight & Judgement

- Uses data, research and performance insights to support decision-making and improve campaign effectiveness
- Applies problem-solving to identify opportunities and optimise outcomes

Communication & Influence

- Communicates clearly with internal teams, agencies and brand partners
- Supports alignment through effective coordination and information sharing

Collaboration & Inclusion

- Builds strong working relationships across centre teams, London Office and external partners
- Works collaboratively to deliver shared marketing and commercial objectives

Delivery & Performance

- Manages multiple campaigns, deadlines and stakeholders effectively
- Demonstrates strong organisation, attention to detail, accountability and the confidence to manage projects with a high degree of ownership

Commercial & Business Impact

- Understands how marketing activity contributes to footfall, sales and customer profile
- Brings strong digital affinity and uses CRM, website, social media and performance data to improve engagement and marketing effectiveness

Requirements

- Relevant experience in marketing, communications or a similar environment
- Experience delivering campaigns across digital and offline channels with a strong understanding of CRM, newsletter, website and social media management
- Experience coordinating content production, brand communication, creative assets and related stakeholders
- Strong organizational skills with the ability to work independently and take ownership
- Experience working with data, reporting or performance tracking
- Fluent in English and German (additional languages advantageous)
- Proficient in Microsoft Office (Word, PowerPoint, Excel, 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.