

Our Mission

To manage and develop properties that empower the communities we serve. Promoting excellence and an ethical, dynamic and rewarding work environment for our fellow employees, while creating value for our clients, partners and investors.

Our Vision

A world where underserved communities have home-grown leadership, self-representation, safety and unprecedented opportunity and access.

Our Brand

A proactive leader and socially conscious urban real estate brand that unites, empowers, and inspires communities to achieve their highest potential.

Our Values

- We believe in leading by example and in delivering results with integrity, excellence, and urgency.
- We believe in working only on projects that are truly important and meaningful to us and the communities we serve.
- We believe that our greatest strength lies in our people, in their wellbeing and in their ongoing personal and professional development.
- We believe in having the honesty to admit when we are wrong and in the courage to change.
- We believe our community involvement enables us to actively live our company's values and communicate the spirit of our brand.

Role Value Proposition

Led by a collaborative group of individuals who largely come from the communities we are proud to serve, over the past 30+ years, Primestor has led a culture that values the team over the individual. As an established pioneer in its space, Primestor's work ethic is very strong because we love what we do, and we are intimately in touch with the impact of our work. Situated in an open environment, every member of our team is part of that driving force of change and success. We have a progressive culture of inclusion and open-mindedness; open about how things are done while balancing a clear measurable goals culture and constantly adaptive approaches. We place a premium on personal autonomy, ideas, and cultural fit with a keen awareness of inclusivity, diversity, and sustainability.



Marketing Manager

Job Location: Chula Vista, CA

Reports to: Director of Marketing

Position Type: Exempt

Job Description

The Marketing Manager's primary responsibility is to drive traffic, increase sales and build community through effective tenant relationships, engaging event programming and activations, strategic media relationships, and strong city relations. This role involves developing and implementing a fully integrated marketing strategy for Chula Vista Center with a focus on community outreach, event production, and holistic communications. The Marketing Manager takes the lead in all aspects of programming including the creation, development, and execution of marketing programs, social media and digital campaigns, and media relations to enhance the visibility and success of the assigned community centers.

The ideal candidate should be passionate about creating vibrant and entertaining experiences that foster community engagement, support tenant success, and elevate the overall experience at each center.

Key Responsibilities

Traffic & Sales Growth: Develop and implement innovative marketing programs and events to increase mall traffic and boost tenant sales performance.

Data-Driven Results: Track, analyze, and present data-driven strategies that demonstrate measurable increases in foot traffic and sales growth.

Tenant Relationships: Collaborate closely with tenants to support their sales goals through joint marketing efforts, promotional campaigns, and cross-branding opportunities.

City & Community Relations: Foster and maintain strong relationships with city officials, local organizations, and community partners to enhance the mall's community engagement and visibility.


Media Strategy & Buys: Plan and manage media purchases across digital, print, radio, and out-of-home channels to maximize reach and ROI.

Social Media Management: Oversee content creation, scheduling, and engagement across social media platforms to align with the mall's brand voice and strategic goals.

Digital & Website Upkeep: Ensure the mall's website remains up-to-date with accurate tenant information, event details, and engaging content.

Public Relations: Draft and distribute press releases as needed, maintaining positive media coverage and public perception. Takes full ownership of brand equity.

Communication Strategy: Develop and execute comprehensive communication plans, including email marketing, internal newsletters, stakeholder updates and all external communication outlets.



Reporting & Analytics: Track and analyze marketing campaign performance, providing regular reports and insights to inform future strategies.

Market Research: Stay informed about market trends, human behavior, and competitive landscapes to make informed decisions and identify opportunities in area of responsibility.

Conduct market research and competitive analysis as requested during due diligence. Research and develop insights to inform business decisions.

Management: Provide marketing and management support and resources to resolve complex cross-functional or cross-program projects and issues.

Assist in the creation and implementation of detailed plans to execute department goals within organization's timelines.


Provide marketing and management support and resources to resolve complex cross-functional or cross-program projects and issues.

Required:

- 4-year degree in marketing, or related field
- Seeking minimum of 5 years of experience in retail commercial real estate marketing
- Proficiency in Excel, Word, and PowerPoint; Canva, InDesign, CapCut, Video Editing skills desirable (comfortable working from the blank slide being the original author of presentations, strategies, and operational plans)
- Strong work ethic; self-motivated; results-oriented; capable of effective independent judgment
- Strong strategic mindset and the ability to communicate effectively both internally within the company and externally with clients, partners, and tenants.
- Fully versed in marketing, branding and the ability to integrate community outreach strategy
- Ability to collaborate with other departments like development, leasing, acquisitions, impact, and investor relations
- Experience in large scale events
- Experience executing on a larger organization mission/vision/strategy
- Strong analytical and critical thinking skills to anticipate challenges and develop proactive solutions
- Develop and articulate thoughtful, operation, budget-minded and actional content
- Be a strong present and public speaker actively seeking opportunities to represent the company at conferences, panels, and public forums to enhance brand visibility and thought leadership

Other Duties:

- Generate monthly reports
- Attend and assist corporate and development level events
- Transport marketing materials as needed
- Provide superior, cooperative, and excellent client interface and service.
- Contribute to the growth of the Company.

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- The description noted above is not designed to cover all activities, duties or responsibilities that are required. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.
 - Enhance, cultivate, and add meaning in your own professional and personal skills

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of the job, the employee is regularly required to use hands to handle objects or equipment; reach with hands and arms. The employee frequently is required to stand, walk, talk and hear. The employee is occasionally required to; sit, climb or balance; stoop, kneel or crouch.

The employee must regularly lift and/or move up to [10] pounds, frequently lift and/or move up to [15] pounds and occasionally lift and/or move up to [25] pounds. Specific vision abilities required for this job include the ability to adjust focus, as well as the ability to maintain close vision, distance vision, peripheral vision, and depth perception.

Primestor is an equal opportunity employer dedicated to diversity and inclusion in the workplace. We welcome applications from individuals of all backgrounds and experience.

Please email your resume to:
careers@primestor.com

