

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 Coordinator

Job Location: Los Angeles (Culver City, CA)

Reports to: Director of Marketing

Position Type: Exempt

Job Description

The Marketing Coordinator's primary responsibility is to support the Marketing Director and 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 implementing a fully integrated marketing strategy for centers and projects in the portfolio, with a focus on community outreach, event production, and holistic communications. The Marketing Coordinator takes a lead role in all aspects of event planning and coordination, 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.

While the role is focused on properties within the assigned portfolio, the Marketing Coordinator is seen as a representative of the broader company marketing team. This is a collaborative role that may also include supporting corporate and development-related marketing initiatives, events, and administrative tasks as needed.

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

Property Marketing & Events

- Develop and execute marketing calendars for assigned properties, including events, campaigns, and property activations.
- Plan, coordinate, and execute engaging events that highlight tenants and foster community involvement.
- Source and manage vendors, ensuring compliance with required documentation.
- Attend events to oversee setup, execution, and breakdown, ensuring a seamless experience.
- Compile event data and create decks or reports for internal and external stakeholders.

Digital Marketing & Communication

- Manage and update property websites, social media accounts, and other digital channels.
- Create, schedule, and post content aligned with property brand identity.
- Design marketing materials, graphics, and content using tools such as Canva.
- Monitor online engagement, respond to followers, and report on performance metrics.
- Support advertising campaigns, including radio, TV, and other promotional channels.



Tenant & Community Relations

- Serve as a marketing point of contact for tenants, property management, and corporate teams.
- Support tenant marketing efforts through promotions, campaigns, and event participation.
- Conduct regular property visits to communicate upcoming events, gather feedback, and explore partnership opportunities.
- Build strong relationships with local organizations, city representatives, and community stakeholders.

Performance Tracking & Market Research

- Track marketing performance, event outcomes, and digital engagement metrics.
- Provide reports and actionable insights to Marketing Directors and property stakeholders.
- Conduct market research and competitive analysis to inform marketing strategies and identify opportunities.

Corporate & Cross-Department Support

- Collaborate with internal teams to support company-wide events, cultural programs, and communications initiatives.
- Assist with media relations, press releases, and partnerships to enhance the visibility of properties and events.

Qualifications & Skills

- Strong organizational, project management, and multitasking abilities.
- Excellent communication and relationship-building skills.
- Proficiency in digital marketing, social media management, and analytics.
- Graphic design and content creation skills (Canva or similar).
- Ability to manage multiple properties and priorities in a fast-paced environment.
- Creative, strategic thinker with attention to detail and data-driven mindset.

Required:

- 4-year degree in marketing, or related field
- Seeking 2 years of experience in retail commercial real estate marketing
- Proficiency in Excel, Word, and PowerPoint; Canva, InDesign, CapCut, Video Editing skills desirable
- 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



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.
- 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.

Benefits

Primestor offers a competitive salary and benefits package, including health insurance, 401k plan, and opportunities for professional development. Joining our team means being part of a company that is shaping the future of urban redevelopment while making a positive impact on communities.

Salary

- Salary (\$65,000 to \$85,000+) depending on qualifications and experience.
- The salary listed is an estimate and not guaranteed. A salary offer will vary based on applicant education, experience, skills, abilities, and alignment to market data.

Please email your resume to:
careers@primestor.com