



From March next year, Serbia will at last have its first international-standard Outlet Center, Fashion Park, located by the E-75 highway at Indjija. This unique new retail format, which in Indjija will have 125 Factory Outlet stores totalling over 30,000m<sup>2</sup> of retail area, is very popular throughout US and Europe. Famous national and international brands with their own stores selling excess stocks or previous seasons' collections in fashion, sportswear, shoes, home goods and accessories at discounts up to 70% off, all the time, has massive consumer appeal. See [www.fashionparkoutlet.rs](http://www.fashionparkoutlet.rs)

We now seek to recruit the Center Management team for Fashion Park Outlet Center. Amongst our small but dynamic local team, we need a **Consumer Marketing Manager** based at the Center in Indjija to provide the Marketing development of this unique branded value retail business, reporting to the Center Manager.

## Consumer Marketing Manager

### Key Objectives

- Primary responsibility for generating annual consumer visitor numbers ('footfall') for the Outlet Centre site.

### Role

- In liaison with the specialists from GVA Outlets in UK, supervise the deployment of the strategic advertising and promotional campaigns
- Manage the contracted Marketing Services suppliers and PR Agency
- Manage the market research measures of Exit Polls studies and analyse trends over time
- Measure and evaluate the success, or otherwise, of each campaign in order to demonstrate the added value and/or contribution to footfall and retail sales
- Manage/co-ordinate the website and other Internet or on-line promotions activity

### Requirements

- Suitably experienced candidate is likely to be in their late twenties – mid thirties
- Good experience of reputable consumer goods or services marketing, preferably in a retail or shopping centre environment
- Mature, outgoing and confident manager able to liaise with the multiple contacts within the Centre, especially Tenant store Managers and Agency suppliers
- Must have experience of dealing with national/regional media, especially press, radio and outdoor. Awareness of planning TV advertising campaigns preferred but not essential
- Should have operational experience of database marketing and website/Facebook maintenance.

### Desired Skill Set

- Educated to Higher Education standard or university graduate calibre (Marketing or Business qualifications an advantage)
- Very good communicator with excellent presentation skills
- Commercially creative
- Highly organised – able to work without constant supervision
- Fluency in written and spoken English is essential

**APPLY**