

## Job Description

<b>Job Title</b>	<b>Commercialisation Coordinator</b>
<b>Company</b>	Estama (UK) Limited
<b>Location</b>	London
<b>Line Manager</b>	Head of Property Management
<b>Job purpose</b>	<p>We are seeking a motivated and commercially driven Commercialisation Coordinator to support the marketing, sale for rental and delivery of pop-up, kiosk, promotional and short-term retail space across our shopping centre portfolio and retail portfolio.</p> <p>This is an entry-level opportunity for someone with strong sales instincts and marketing awareness who is eager to develop a career in commercial property, and commercial leasing. The role plays a key part in driving revenue and enhancing the customer experience through innovative and dynamic retail activations.</p>

### Essential Duties & Responsibilities

	<p><b>The key roles and responsibilities of the role include:</b></p> <p><b>Revenue Generation &amp; Sales</b></p> <ul style="list-style-type: none"><li>• Proactively identify, approach and secure short-term retailers, brands, F&amp;B operators and promotional partners.</li><li>• Manage the end-to-end process from enquiry through to signed licence agreements.</li><li>• Negotiate commercial terms in line with agreed pricing strategy and revenue targets.</li><li>• Maintain a live pipeline of prospective occupiers.</li></ul> <p><b>Marketing &amp; Prospecting</b></p> <ul style="list-style-type: none"><li>• Promote available pop-up and promotional opportunities through direct outreach, digital marketing platforms and industry networks.</li><li>• Attend relevant retail, brand and property events to generate leads.</li><li>• Develop marketing materials and listings for short-term space availability.</li></ul>
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