

Jacinda Robinson

Marketing and Communications Specialist

Jacinda specialises in the development and implementation of strategic marketing and communications plans with over 25 years' experience working with both private and public companies in the property industry.

Jacinda's experience and industry recognition has been built in the successful development and delivery of programs in marketing and communications, media management, brand development, development and refurbishment programs, issues management, B2B and B2C communications and stakeholder management.



Jacinda has been recognised nationally and internationally with her work in marketing with multiple awards from industry and discipline groups including ICSC, SCCA, SCN, PRIA and AML, and maintains a strong network of suppliers and contacts within the retail sector. Jacinda has held senior leadership roles with Savills - Senior Marketing, Stockland - National Marketing Manager and AMP- Head of Marketing, with extensive portfolio management ranging in 4-46 retail assets across Australia and New Zealand and staff of 5-220 under her charter. Working as a consultant from 2010, clients include Jones Lang LaSalle, Perron Group, QIC, Mirvac, Westpac, Commonwealth Bank, Colliers International, Centuria Property Group, Raine and Horne Commercial, Cbus Property, Savills, Crown, Cbus Property and Cushman Wakefield.

Key projects

- Marketing strategy and development planning for largescale development projects – Cockburn Gateway, Garden City and Karrinyup WA, Pacific Fair QLD and Macquarie Centre NSW(AMP)
- Development planning and marketing communications strategy Stockland Burleigh Heads and Rockhampton QLD, Piccadilly NSW, Stockland Balgowlah (Stockland Retail and mixed use), Stockland Glenrose (Stockland) and Cockburn Gateway WA (Perron Group)
- Brand development and strategy for Belmont Forum and Mirrabooka Square WA, brand development and senior marketing strategy Campbelltown Mall NSW (Perron Group), Castle Towers (QIC), Newmarket Dining precinct (Cbus Property) and Broadway Sydney (Mircvac)
- Portfolio management and strategy – AMPCSC (Australia/New Zealand), Stockland
- Strategic and operational marketing, development strategy and planning including Birkenhead Point Outlet Centre, North Sydney Shopping World, Burwood Plaza, Auburn Central, Wintergarden, IMAX Darling Harbour Campbelltown Mall, Castle Towers and Broadway Sydney (NSW)

Education and affiliations

- Bachelor of Communications – Marketing
- Associate (AAMI) - Australian Marketing Institute
- Certified Practising Marketer (CPM) - Australian Marketing Institute
- Associate (APRIA) – Public Relations Institute of Australia

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