

POSITION DESCRIPTION

POSITION TITLE:	Marketing Coordinator
REPORTS TO:	Director of Sales & Marketing
SUPERVISES:	n/a
UPDATED:	February 2017

OVERVIEW

The Marketing Coordinator will work with the Director of Sales & Marketing to manage the graphic design and public relations needs of the Hotel within the brand guidelines. Design projects include print media and digital media, and depending on skills and interests, may include overseeing videography and photography projects. The Marketing Coordinator also contributes hands-on to the production and distribution of marketing materials, and assists with varying departmental tasks, such as tracking results of marketing and PR efforts, updating websites, online events listings, and other duties as assigned by the Director of Sales & Marketing to support the sales and conference services team.

KEY RESPONSIBILITIES

- Assist the Director of Sales & Marketing to implement marketing and advertising campaigns, planning and organizing promotional presentations; maintain updated promotional calendars
- Research competitors to identify and evaluate products and offers
- Assist in market research, identify and communicate trends major shifts and business focus of the major market segments
- Keep promotional materials updated and coordinate requirements as needed with Marriott and outside graphic design agency as needed; maintain stock; placing orders; verifying receipt
- Monitors budgets by comparing and analyzing actual results with plans and forecasts
- Assists sales, catering and banquets by performing administrative duties as needed
- Assist in the organization, coordination and execution of specific functions and promotions handled by the sales team and other departments as assigned
- Assist with the management of festivals and events sponsorships to ensure the hotel is maximizing all opportunities. Duties include, but are not limited to inputting room blocks in ISAC, developing and submitting ads, copy and logos for all printed materials, ensure we are represented appropriately on websites

- Provide support and coordination of office events, i.e. familiarization tours, client events, sales calls, etc.
- Assist with customer contact on a regular basis (thank you letters, sites, promotional gifts, etc.)
- Handle select projects as required by pre-determined priority by Director of Sales & Marketing or General Manager
- Assist in the preparation and dissemination all monthly, quarterly and annual reports and attend all sales meetings
- Present professional image through effective written and verbal communication skills
- In-depth knowledge of hotel product and service offerings
- Communicate to customers via email, telephone and fax as required
- Provide exceptional customer-focused skills. Must be able to build and maintain credibility and relationships with customers (internal and external)
- Report generation as needed
- Participate in phone coverage as well as when associates are out of the office
- Be an integral part of the sales and marketing process. Be knowledgeable of all programs and work with sales team
- All other duties as assigned

SKILLS AND EXPERIENCE

The individual must possess the following knowledge, skills and abilities:

- Graphic design – Adobe InDesign, Photoshop, Illustrator
- Photography, video and video editing (Adobe Premiere Pro) experience an asset
- Familiarity with various social media and web platforms
- Must possess exceptional customer-focused skills
- Must be able to build and maintain credibility and relationships with customers (internal and external)
- Excellent written and verbal communication skills required
- Strong organizational and planning skills
- Excellent attention to detail
- Proven ability in time management and handle multiple priorities; must be able to plan and execute effectively and efficiently and meet deadlines in a demanding environment
- Demonstrate ability to work independently or in a team oriented environment
- Possess a strong sense of urgency, pro-activeness and a high drive for results
- Strong knowledge of ISAC and web-based software usage and navigation
- Proficiency in Microsoft Word, Excel, and PowerPoint required
- Self motivated, high initiative, self-starter, reliable and strives to continually over achieve sales goals and targets
- Sets a positive example and fulfills responsibilities with the highest integrity, ethics and professionalism
- Minimum typing 50 words per minute

GENERAL REQUIREMENTS:

- Formal University/college education is an asset with preference given to those with a hotel management degree