

POSITION DESCRIPTION

POSITION TITLE: Marketing Manager

REPORTS TO: Director of Sales & Marketing

SUPERVISES: n/a

UPDATED: February 2017

OVERVIEW

The Marketing Manager will work with the Director of Sales & Marketing to support all marketing initiatives (digital/PR/Social/traditional media), team members and communication across multiple channels and vendor relationships (including Marriott Field Marketing) to ensure the on-time, on-budget delivery and profitable launch of projects/initiatives. Other responsibilities include planning and organizing of online assets (e.g. Photography/Web Hosting/etc.).

KEY RESPONSIBILITIES

- Assist the Director of Sales & Marketing to identify opportunities and implement marketing and advertising campaigns, strategies, plans, and objectives; planning and organizing promotional presentations; maintain updated promotional calendars
- Ensure daily workflow, schedules and project deadlines are being met as defined by DOSM, for both the hotel and the restaurant(s)
- Manage efforts with vendors/brands to ensure task completion and deadline/budgets are being met
- Support the Revenue Management team as needed with transient initiatives and online marketing
- Management of reporting/metrics to review with DOSM and GM
- Work with all department heads to ensure compliance with all brand standards which includes but not limited to collateral, internal and external advertising
- Maintain an understanding of industry trends and brand requirements
- Monitor budgets by comparing and analyzing actual results with plans and forecasts
- Proactive approach with media and public relations, include hosting media sites
- Manage 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

- Handle select projects as required by pre-determined priority by Director of Sales & Marketing or General Manager
- Provide exceptional customer-focused skills. Must be able to build and maintain credibility and relationships with customers (internal and external)
- Be an integral part of the sales and marketing process. Be knowledgeable of all programs and work with sales team
- Provide support and coordination of office events, i.e. familiarization tours, client events, sales calls, etc.
- 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
- Assist in the preparation and dissemination of all monthly, quarterly and annual reports, as needed, and attend all sales meetings
- Assists sales, catering and banquets by performing 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
- Participate in phone coverage as well as when associates are out of the office
- 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
- Excellent written and verbal communication skills required
- Strong organizational and time management skills. 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
- Active team player and self-starter
- Must have a focus on detail and driving topline results
- Possess a strong sense of urgency, pro-activeness and a high drive for results
- Ability to identify and solve problems
- 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
- 3-5 years' experience in marketing (digital and agency experience a plus)