DIRECTOR OF MARKETING
JOB DESCRIPTION

Department: Marketing

Responsible To: Phoenix Hotels & General Manager of Poltu Quatu

Responsible For: Marketing Department and Employees

Scope and General Purpose of Job:
To work as a full time employee under the general guidance of Phoenix Hotels and direction of the General Manager and within the limits of established Phoenix Hotels and Resorts' policies and procedures, overseeing and directing all aspects of the Marketing Department. To maintain the highest standards of service and operational efficiency within all areas of responsibility. To ensure there is a positive approach, which is actively pursued in respect of training and development of all departmental personnel.

MAIN RESPONSIBILITIES

Specific duties:
- To be responsible of the Marketing Department, to be creative & maximise operational efficiency.

Marketing:
- To design, implement, and facilitate annual marketing plan for the hotel
- To develop and administer marketing database which includes client and prospect information, mailing list applications, access to financial reports, etc.
- To supervise the Web site design and maintenance
- To implement SEO on all web sites
- To create creative packages in order to boost reservation
- To create special promotions on Social Media
- To liaise between Hotel and Poltu Quatu resort in order to promote all the resort
- To create and send emailing 1 per month in Low season and 2 per months in High Season
- To create events in the hotel during the year (parties, launching events)
- To follow up events done by the Resort
- To establish relationship with resort outlets in order to create synergies and promotional activities
- To establish all the strategy of (Social Media, FB, Twitter, Instagram, Google+,…)
- To establish marketing strategies to meet hotel objectives
- To work closely with Phoenix Hotels marketing team.
- To evaluate customer research, market conditions, competitor data and implements marketing plan changes as needed
- To manage the Marketing department budget. Delivery of all marketing activity within agreed budget. Direction of marketing staff where budgets are devolved.
- To recommend appropriate policies regarding pricing, promotion, product and market evaluations and marketing plans
- To maintain and strengthen both the relationship and annual revenues with an existing account base through extensive account penetration
- To conduct hotel presentations to Conference and Incentive Agents, corporate companies, diplomatic embassies, etc….
- To submit monthly Marketing Activity Reports in an agreed format to Phoenix Hotels and Resorts and owners of the hotel.
- To negotiate and administer all marketing contracts

- To work closely with our PR agencies and provide them information and content to promote the Hotel
- To work closely with the sales manager and reservations department

Financial Requirements

- To achieve revenue and occupancy for the financial year as agreed and predetermined with the General Manager and Phoenix Hotels and Resorts.
- To actively participate in the budgeting and forecasting process so that input is available ensuring targets are achievable and realistic with growths year on year.
- To operate within the annual budget guidelines, monitoring and controlling, on an ongoing basis, departmental costs to ensure performance against budget so to maximum revenue and ensure profitability is achieved for the hotel.
- To be part of the key business decisions making team within the hotel controlling the optimum market mix according to budget, market conditions and recent forecasts.
- To prepare statistical performance as necessary. Be aware of market trends and competitive set, monitor and evaluate as necessary.
- Hold Regular meetings with the Sales, Reservations and Front Office team with regards to day to day rate strategies.

Information Systems requirements

- To have excellent skills to use all the emarketing software, social networks, and creativity

Personal requirements

- To ensure that your appearance and uniform are in accordance with the standard set on commencement of employment.
- To possess the ability to work under pressure and within strict deadlines by fostering a strong sense of pro activity and result orientation.
- To possess excellent communication skills due to constant contact with both internal and external guests, especially dealing with guest enquiries and complaints.
- To maintain a good working relationship with all members of staff in the Hotel and also possess the ability to work on own initiative and prioritise work
- To be on time for duty and to ensure that the Department's offices and work areas in all departments remain clean and tidy at all times, while maintaining proper records and filing systems.