Hotel Congress L.L.C.

JOB DESCRIPTION

POSITION TITLE: Interim Marketing Consultant

REPORTS TO: General Manager

SUPERVISES: Marketing, Public Relations, Advertising, Digital, Promotional Activities

The Hotel Congress and its related properties seek an Interim Marketing Consultant to proactively develop, manage, and execute consistent, professional marketing communications for Hotel Congress, Cup Café, Copper Hall, Maynards Market + Kitchen, as well as providing ongoing support and integration of the marketing of Club Congress.

The successful candidate will demonstrate the ability to organize information quickly and effectively with a proven track record for supporting marketing campaigns in a fast paced environment.

QUALIFICATIONS

- A minimum of seven years prior marketing experience (if BA/BS only) OR five years of prior Marketing experience (if MBA degree in Marketing) in a diverse hospitality and entertainment organization
- Proven track record in developing, managing, and executing consistent, professional marketing communications
- Skilled in maintaining consistent marketing practices within a fast-paced environment
- Proven track record in creating effective marketing programs based on customer insights and collaboration with business owners
- Passionate social media user who understands how to leverage the power of authentic communities and conversations to accomplish personal and business goals. Fully conversant with web and mobile technologies, digital products such as OpenTable, Yelp!, Google Analytics.
- Excellent written and oral communications skills, accustomed to working with local, national, and international media interest
- Proven experience managing and developing staff
- Excellent professional demeanor with a sense of humor

CULTURE
With an eclectic audience and events nightly, the Hotel Congress is an exciting, fast-paced, demanding environment in which to work. The Hotel Congress is a historic landmark that includes a hotel, multiple restaurants, bars, and catering facilities; it is generally regarded as the cultural and nightlife center of downtown Tucson's entertainment scene. The Hotel's Club Congress hosts nationally known performers, as well as multiple special events each year including the HoCo Fest. The Hotel's Dillinger Days draws visitors from around the world. Its sister restaurant, Maynards Kitchen, is a frequent award winner.

PRINCIPAL RESPONSIBILITIES:

MARKETING STRATEGY

- Maintain and update overall marketing calendar of events, activities and promotions
- Adhere to deadlines as set forth by marketing plans and marketing calendar; ensure adherence to deadlines by business owners and staff.
- Support new and/or oversee existing promotions to meet KPI
- Maintain existing relationships with community and partners
- Maintain existing marketing budgets/contracts

PUBLIC RELATIONS
- Proactively generate interest in events, activities and promotions
- Consistently disseminate press releases to local and national media
- Maintain relationships with media and press
- Assist as point of contact for media and press inquiries, articles, fact-checking, etc.
- Identify and act on opportunities for positive press for HC & MMK
- Provide marketing materials as needed for various outlets and partnerships

WEB AND SOCIAL MEDIA
- Support a social media strategy to incorporate multiple social media accounts on Facebook and Twitter
- Support, oversee, and maintain social media presence with daily updates
- Maintain currency and accuracy of Hotel Congress and Maynards Market and Kitchen web presences
- Design and implement e-mail blast campaigns on schedule to reflect current promotions and events
- Cultivate e-mail address list and maintain current email databases
- Monitor e-mail, social media, and website statistics

ADVERTISING
- Work with graphic designer to ensure that appropriate messaging and branding is communicated in advertising
- Ensure advertising accurately reflects marketing goals and strategy
- Support meetings and communications with sales representatives as needed

EVENT MANAGEMENT
- Serve as additional point person for special events, providing project management, support, and presence at off-site events as needed.

CANDIDATE REQUIREMENTS

The candidate for the position of Director of Marketing is invited to provide the following:

- Complete and current resumé
- Link to LinkedIn profile
- Twitter handle (if applicable)
- Examples of what the applicant considers important KPIs for both traditional and digital marketing efforts
- Sample press release
- Three references from prior business consultant projects or clients

GENERAL

This position is an in-house role requiring 40+ hours per week.

COMPENSATION

Negotiable based on freelance consulting rates in Tucson.

CONTACT:

Human Resources Manager
Rita Dorsey
rita@hotelcongress.com