



DIRECTOR OF MARKETING



Job Title:	Director of Marketing
Department:	Sales and Marketing
Reporting To:	General Manager
Direct Reports:	PR Coordinator / Executive

Please note that we did not include the basic information on the size of Sales and Marketing operations. We also did not mention specific hiring criteria i.e. opening experience, language skills or particular company experience.

Job Summary / Purpose:

Under the general guidance and supervision of the Director of Sales and Marketing or designate, and within the limits of established Company policies and procedures, produces a Marketing Plan which promotes and maintains marketing and good public relations in order to maintain the prestigious image of the hotel. Duties involve planning, directing, controlling, coordinating and participating in all Public Relations activities. The Director of Marketing also promotes the desired work culture around the Company values and the brand ethos.

Essential Duties and Responsibilities:

1. Responsible and manages the Marketing and PR Department.
2. Director all strategic initiatives toward increasing company visibility as top provider of marketing services. Charged with planning, implementing special events, conceiving, designing creative marketing concepts, and guiding concept toward actuality. Provide design direction for signage, packaging and collateral materials. Demonstrate expertise in direct mail and database marketing; develop strategic marketing plans used on focus groups.
3. Develops a public relations program for the hotel based on its marketing goals.
4. Develops and organizes promotional activities, coordinates with departments concerned; invites VIPs and media to promotional activities; prepares and issues press releases.
5. Establishes sales leads from the study of magazines, newspapers and from personal contacts.
6. Coordinates sales leads with Banqueting and Sales Departments.
7. Disseminates corporate press releases to appropriate local trade and consumer media.
8. Establishes a program for sending promotional news to trade publications on a regular basis.
9. Releases covering special events, promotions, etc.
10. Prepares promotional press release on personalities among guests and employees of the hotel on newsworthy events in the hotel.
11. Provides information to other departments on activities within and outside the hotel which may be.
12. Useful when dealing with guests.
13. Accepts clients and media complaints, requests, and inquiries and coordinates handling with departments concerned.
14. Coordinates all activities with Sales Manager.
15. Maintains good public relations by extending personalized service to VIPs e.g. following up on Reservations for VIPs, assisting in greeting VIPs and groups upon their arrival, sending welcome letter to VIP guests.

16. Coordinate guest lists and invitations for VIP receptions, luncheons, dinners, etc.
17. Maintains clipping files pertaining to the hotel(s) based on daily perusal of the media and provides same to General Manager, other departments, other hotels, corporate public relations, as appropriate.
18. Maintains mailing list / contact file.
19. Maintains hotel photo file.
20. Develop hotel gifts and giveaways.
21. Coordinates hotel photography when required.
22. Monitors awareness of competitor activities and use information when developing strategies.
23. Plans and coordinates sponsorship activities.
24. Cooperate with the company to achieve compliance with legislation.
25. Take moral and legal responsibility for conducting themselves in their work so they do not expose themselves or others to risk.
26. Not promote or participate in horseplay, pranks, or practical jokes, which may result in an accident or injury.
27. Not intentionally or recklessly interfering with anything provided in the interests of safety.
28. Make careful use of safety equipment, such as gloves, goggles, aprons, overalls, shoes, and so on.
29. Return safety equipment to its designated storage area after use, and reporting any equipment damage to the supervisor.

General Responsibilities

1. Comply with the Company's Corporate Code of Conduct.
2. Familiarize yourself with the Company values and model behaviours.
3. Perform tasks as directed by the Manager in pursuit of the achievement of business goals.
4. Cooperate with the company to achieve compliance with FLS legislation.
5. Take moral and legal responsibility for conducting themselves in their work so they do not expose themselves or others to risk.
6. Read, understand, and implement the relevant sections of the FLS Policy.
7. Sign the Employees' Declaration having read and understood the relevant sections of the FLS Policy.
8. Not promote or participate in horseplay, pranks, or practical jokes, which may result in an accident or injury.
9. Not intentionally or recklessly interfering with anything provided in the interests of safety.
10. Make careful use of safety equipment, such as gloves, goggles, aprons, overalls, shoes, and so on.
11. Return safety equipment to its designated storage area after use, and reporting any equipment damage to the supervisor.
12. Take reasonable care when storing, handling, and using chemicals and dangerous substances, lifting and carrying, using or cleaning dangerous work equipment, including machines.
13. Not undertake any activity which compromises their personal FLS, or the FLS of others.
14. Report all accidents, dangerous occurrences, or hazards, no matter how minor, to the supervisor or Heads of Department.