

# JOB DESCRIPTION

May 2017

Position Title: Marketing Manager

Supervisors: Assistant General Manager  
Owner

## POSITION SUMMARY:

The Marketing manager will work in tandem with the Owner and Assistant General Manager to develop and implement marketing strategies to promote revenue growth in the hotel's continuing effort to deliver outstanding guest service and financial profitability. This position will be responsible for executing Puffin Inn's marketing strategies through online media, utilizing such techniques as social media, web analytics, e-mail marketing and search engine optimization. This position will also be in charge of group sales for the hotel.

Responsibilities include:

- Assist in development of annual marketing plan and budget creation
- Work with owner and Assistant General Manager to plan marketing promotions for the calendar year (in quarterly blocks) with an overall objective of driving direct bookings, optimizing booking pace and building revenue in slow occupancy periods
- Ensure superior guest engagement as well as increase website traffic and revenue by strategically exploiting all aspects of social media and digital marketing
- Create, update and publish all new content for social media platforms, website and blog
- Maintain digital marketing platforms (yelp, google+, trip advisor, etc) and audit for content accuracy
- Maintain a robust and creative social media communication and marketing campaign coordinated across all relevant social media channels. This includes taking photos or videos of guest activities, hotel renovations, staff and local activities and events
- Reputation Management: monitor hotel review sites and respond to all customer reviews positive and negative. Pass on appropriate feedback to owner and manager for resolution
- Maintain and grow email database. Use marketing automation to create drip campaigns for lead nurturing and customer retention

- Work with 3<sup>rd</sup> party marketing vendors such as flip.to, sojern, mainstreet hub and MSI communications to strengthen and refine our current campaigns and provide input to improve results
- Develop and maintain rapport with local civic groups, chambers and related travel associations
- Manage packages, special promotions, sales collateral, strategic messaging and internal sales guides
- Represent hotel at appropriate industry, customer and vendor functions
- Keep owner/AGM informed of pertinent trends, feedback, and opportunities
- Plan and conduct monthly marketing meeting with Owner/AGM to report campaign results
- Responsible for all aspects of groups sales including negotiation of rates, setting up contracts, Setting up groups in PMS and follow up to ensure that payment is collected, needs are met and stay is enjoyable

Required skills and capabilities:

- Skilled in Microsoft Office Applications such as Word, Excel, PowerPoint, Publisher and Outlook
- Strong familiarity and proficiency using Word Press, Photoshop, automated email software and other related graphic software skills to assist with marketing tasks
- Exceptional written and oral communication skills
- Working knowledge of digital marketing development and design
- Sales ability and skill in both oral and written form
- Self-starter who can work independently; displays self-confidence, enthusiasm and strong customer service orientation
- Demonstrated ability to prioritize, organize and follow up
- General knowledge and interest in the hotel or travel related industry
- Dynamic team player with great collaborative and interpersonal skills