

IF YOU LIVE AND BREATHE MARKETING, THIS IS WHERE YOU BELONG...

Position: Hotel Marketing Manager

Location: Nairobi

Where: PrideInn Azure.

Job description

The Four-Star PrideInn Azure, a crown jewel owned by PrideInn Hotels & Resorts is looking for a suitable candidate to fill the vacant position of Marketing Manager.

Responsibilities

- Develop hotel marketing strategies and tactics and own their implementation from ideation to execution.
- Create or supervise creation of creative ad copies, social media content, copywriting etc
- Produce valuable and engaging content for the website and blogs
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget.
- Oversee and approve marketing collaterals, from website banners to hard copy brochures and fliers
- Measure and report on the performance of marketing campaigns.
- Analyze consumer behavior and adjust email and advertising campaigns accordingly.
- Ensure that the hotel has a good brand image across all communication platforms.
- Establish good relations with the media (print, broadcasts, emerging media)
- Fully monitor all printed products of the hotel to ensure consistency with brand guidelines.
- Supervise the hotel PR agency in order to achieve expected ROI.
- Supervise hotel Designs and quality of prints outs.
- Manage a comprehensive database.
- Assist with photography, video shooting and interviews of domestic and foreign media.

- **Qualifications**

- Bachelor's degree in marketing, business or other relevant field required
- Minimum 2 years' experience in Marketing in Hospitality (A must)
- Worked within or with a Marketing Agency (added advantage)

How to Apply

Send your Cover Letter and updated CV to hrm@prideinnazure.com by 28th Jan 2022