

Position: Cluster Marketing Manager

Location: Shanzu, Mombasa

Where: Pridelnn Paradise Beach Resort & Spa.

Employment Terms: Full time

Hotel Description

The 240 rooms and suites Pridelnn Paradise Beach Resort and Spa is set on 17 acres of well-manicured garden and semi-private pristine beach overlooking the Indian Ocean. The renowned resort boasts the largest Beach Convention Centre in Kenya and one of its kind Family Aqua Park.

The 5-star resort which caters for business travelers, beach holiday lovers, families, honeymooners and much more is urgently looking for a cluster Marketing Manager.

Responsibilities

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| <ul style="list-style-type: none">• 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 |
| <ul style="list-style-type: none">• · 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) |

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| <ul style="list-style-type: none">• 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. |
| <ul style="list-style-type: none">• Manage a comprehensive database.• Assist with photography, video shooting and interviews of domestic and foreign media. |

Qualifications and Suitability

- Degree in Marketing, Communications, Business, MBA, Journalism, Business/Administration, Advertising, Hospitality, Hospitality Management.
- Minimum experience of 2 years marketing in 3 - 5 star Hotel (A must)
- Copywriting and proofreading skills
- Experienced in developing and running Marketing campaigns and analysis
- Excellent skills in Microsoft office, Excel (creative programmes such as photoshop, indesign etc is a plus)
- Proficiency in social media content strategy and execution.
- A keen eye for design and interpretation of Brand Identity
- Excellent interpersonal and communication skill

How to Apply

Send your Cover Letter and updated CV to hrm@prideinnazure.com

clearly indicating the job title, by 26th July 2022