

Director of Marketing

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Company: Six Senses Con Dao

Location: Vietnam

Category: other-general

Scope of Work

: The position will be based in District 1, Ho Chi Minh City, Vietnam.

The position is open to both local and expat candidates.

As Director of Marketing, I will assume full responsibility for the efficient operation of the Marcom department to provide exceptional products and services within brand operating standards. My key role is to influence our external guests, hosts, owners, company and community at large. I will ensure publicity, promotion, and community involvement as all means to accomplish the goal of enhanced brand and business perception when aligned with marketing objectives, and enhanced business. I will be the keeper of the brand and ensure Six Senses core values are communicated and paramount in all activities in order to showcase the strength of the brand.

The duties and responsibilities will include:

- Prepare public relations budget with Director of Sales and Marketing and manage in pursuance of public relations campaign.
- Create executive innovative public relations and publicity programs that will increase revenue and awareness, creating a positive perception of the resort, its spa, restaurants, services, hosts.
- Ensure that all resort promotions are in keeping with the Six Senses brand image and reflect the highest level of professionalism in content and presentation.

- Be responsible for directing and assisting the General Manager with all crisis communications as it pertains to the media and external/internal guest during any hotel emergency or safety situation.
- Serve as a spokesperson for the media. Provide timely and accurate responses when queried. Stay abreast of the news; launch proactive communications plan internally and share externally.
- Maintain professional relationships with media and gain cooperation and respect to earn a reputation as a source of reliable, newsworthy information.
- Act as an advisor to management by tracking public attitudes and making the general manager aware of the possible consequences of prospective decisions.
- Use technology and manage social media platforms effectively to communicate and influence throughout the organization.
- Communicate with Home Office and public relations leaders at sister resorts on a regular basis, keeping them abreast of news and mutually beneficial opportunities.
- Control website content and quality.
- File monthly reports and inform the team of planned events and developments that could be of media value.
- Ensure proper use of corporate identity on printed, promotional, and display materials and produce and distribute media releases and advisories.
- Ensure media kits and other Public Relations related material originating from the resort are appropriate, error-free, and compliments the brand.
- Manage an effective database and execute the organization of all on-property and off-property promotions (F&B events, chef appearances, spa promotions).
- Maintain image files (photos, slides, digital) of the property and hosts.
- Integrate into the resort overall marketing & communications plan and must parallel the primary revenue objectives of the resort.
- Ensure that every communications action should strive to impact the hotel's revenue objectives and be directed towards a specific goal.
- Instill a cost-focused philosophy through training and education.
- Operate the property consistent with all legal, statutory, and financial requirements and documentation, reporting systems, contractual obligations, security and safety protocols, communications, product and service standards, host management practices, and budgetary controls are implemented, reviewed, and maintained to ensure the successful operation of the

resort. **Qualification** : To execute the position of Director of Marketing and Communications, I must have the required qualifications, technical skills, and experience in a similar role in luxury hotels with proven results and includes the following:

- Possess a minimum of a Bachelor degree in Hospitality, Marketing, Journalism, or Communications and more than five years of experience in a marketing and communications role in travel, hospitality , or luxury goods background, or an equivalent combination of education and experience.
 - Fluent in English; I understand that additional languages are preferred.
- Accommodation Provided** : No **Benefit** :- Duty meals.

- Medical and accident insurance.

Other benefits will be discussed during the interview process.

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