

Mgr-Marketing Communications I

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Company: Sheraton Hotels & Resorts

Location: Vietnam

Category: business-and-financial-operations

JOB SUMMARY

Responsible for completing marketing plan for property. Manages all e-commerce opportunities.

Develops a good working relationship with tourism bureaus and community leaders.

CANDIDATE PROFILE Education and Experience • High school diploma or GED; 2 years

experience in the sales and marketing or related professional area. OR • 2-year degree

from an accredited university in Marketing, Business Administration, Hotel and Restaurant

Management, or related major; no work experience required. **CORE WORK ACTIVITIES**

Conducting Daily Marketing Activities that Achieve Department Goals • Assists in region-wide

coordination of rooms, food and beverage, spa, and golf promotions. • Develops leisure

marketing plan that addresses the distribution of rate offers, packages and programs designed

to build occupancy. • Maintains, updates, and manages all web sites. • Coordinates offers

and information for all publications and inserts with regard to brand loyalty reward mailings. •

Develops brochure and property collateral materials. • Participates in all property imaging

work signage). • Uses and interprets all reporting necessary for sound marketing

recommendations, including but not limited to DMA source market reports, past guest lists

(utilizing leisure rate codes) and tracking. • Reviews and provides analysis on all website

and email campaign tracking, for both individual property sites as well as corporate email

campaign results and property reports. • Ensures consistent marketing message is

communicated in all advertising and collateral efforts. • Manages marketing budget throughout

year. • Provides regular tracking/ROI and analysis of promotions and website/email

campaigns, using industry averages for ROI calculation, and uses this knowledge in future

planning. • Tracks return on investment (ROI) of all marketing initiatives, including online, direct mail and print advertising. • Keeps track of actual versus planned marketing budgets and provides input and recommendations as needed regarding reallocation of funding. • Ensures consistency in individual property's voice on all guest touchpoints and marketing communications, not only following corporate graphic standards, but also on behalf of the individual property. Using Knowledge of Market Trends and Target Customer Information to Maximize Revenue • Evaluates new marketing opportunities for the property. • Ensures property is represented on all quality internet sites that have the potential of providing business. • Works closely with respective Convention Bureaus and Chambers of Tourism. • Uses and interprets all reporting necessary for sound marketing recommendations, including but not limited to DMA source market reports, past guest lists (utilizing leisure rate codes) and tracking. • Reviews and provides analysis on all website and email campaign tracking, for both individual property sites as well as corporate email campaign results and property reports. • Develops strategic marketing plan for property, includes group, leisure and local efforts. • Plans and supervises all photo shoots, developing shot list while keeping goals of property and brand image in mind. Building Successful Relationships that Generate Sales & Marketing Opportunities • Identifies and communicates with distribution channels that can sell distress inventory to drive property occupancy. • Provides all sales channels with creative and unique tools to assist in the sales and marketing of the property. • Acts as liaison between corporate and individual properties in rolling out programs and making sure that properties are taking advantage of all opportunities provided through corporate. • Works with media buyer to plan and execute advertising. • Assists property in developing promotions for various campaigns, keeping in mind strategy and goals of promotion as well as Look No Further prerequisites. • Assists property with materials, tracking/analysis and presentations to owners. • Acts on behalf of property with all vendors, exacting a balance between quality work and price, requesting estimates and approving all materials as needed. Additional Marketing Responsibilities • Keeps detailed files and records on all matters relative to property's marketing materials (photo usage rights, vendor contracts, etc.). • Ensures that property is following all corporate marketing guidelines. • Approves all invoicing through MarrCom office.

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