

Job Description

Job title: Hospitality Marketing Executive (5 days per week)

Department: Marketing

Line management responsibilities: N/A

Reports to: Head of Marketing

Salary: £20k - £25k (depending on experience)

<p>Principal purpose of role</p>	<ul style="list-style-type: none"> • The principal role of the Hospitality Marketing Executive is to develop and implement creative marketing campaigns to promote and increase sales for the Mount Haven Hotel and Godolphin Arms. • To work closely with the GM's of both the Godolphin Arms and Mount Haven in the operational delivery of the marketing campaigns. • To increase brand awareness, customer engagement and loyalty. • To enhance the brand experience for our guests and to attract new business from a range of target markets.
<p>Area of responsibility/tasks</p>	<ul style="list-style-type: none"> • Through developing innovative marketing campaigns, increase engagement, audiences and sales. • Create social media content and website content to reach a new and wider audience, raising brand awareness. • Measure and produce customer analysis reports based on review sites (TripAdvisor, Google), as well as in-house booking channels ResDiary and Rezlynx, and third-party channels such as Expedia, Booking.com, Secret Escapes. • Ensure hotel guest correspondence is on brand and written in the correct tone of voice. • Guest database management: improve segmentation and ensure our data is clean, up to date and responsive. • Responsible for printed collateral such as menu's, postcards, signage, and advertising. • Create and manage a customer Loyalty Scheme for each property. • Create, maintain and be responsible for the growth of a Gift Voucher Scheme.

	<ul style="list-style-type: none"> • Actively increase brand awareness through identifying and participating in relevant hospitality award schemes. • Copywriting and proof reading for online/offline PR. • Promote events to drive footfall. • Create room packages and promotions in association with the Hospitality Revenue Manager. • Generate opportunities to grow the current offer, analyse market trends and review competitor activity. • Increase our own and earned audiences. • Demonstrate ROI and report on effectiveness of all marketing activities and bespoke campaigns/projects, using pre-determined KPIs. • Identify and work with external partners to grow the business. • Liaise with external organisations including design, PR & digital agencies, photographers and tourism, food and drink associations. • Initiate, implement and report relevant research into markets, trends and changes – understanding the wider tourism trends and how that impacts hotel bookings. • Attend relevant conferences and events. • Identify and build strategic alliances to share and learn from best practice across product, sales and marketing. • Scope to work on the marketing strategy for the holiday cottage business in Porthgwarra.
Customer Service	<ul style="list-style-type: none"> • Work closely with colleagues to ensure the continued positive connection with guests. • Provide a world class service to all our external and internal customers. • Be smart, polite and helpful at all times. • Be aware of all the activities offered on the Mount, Godolphin Arms, Mount Haven and other SAE businesses and be able to answer broader questions (or know who to ask).
Communication	<ul style="list-style-type: none"> • Communicate in a timely and effective manner at all times using a broad range of media. • Engage with the Mount Haven, Godolphin Arms and other St Aubyn Estates social media outlets.
Health and Safety	<ul style="list-style-type: none"> • Follow safe working practices. • Be aware of emergency and first aid procedures. • Be vigilant for hazards and report them. • Attend all necessary training courses.
Other	<ul style="list-style-type: none"> • To always look for, develop and implement improvements. • Any other tasks which are reasonably requested, for the better performance of your duties or for the achievement of our vision.

Person Specification

Role title: Hospitality Marketing Executive

Evidence sources AF = application form | IV = interview | Ref = references

Section	Criteria	Essential	Desirable	Source
Education, vocational training and qualifications	Relevant marketing qualification or able to demonstrate knowledge or skills	√		AF/IV
	Degree or equivalent experience		√	AF
Experience	Experience developing and executing imaginative, creative marketing and brand strategies at a strategic and operational level.	√		AF/IV
	Experience of working in the tourism, leisure or hospitality sectors.	√		AF/IV
	Demonstrable track record of devising and implementing marketing strategy.	√		AF/IV
	Experience of working across the full marketing mix including above and below the line channels.	√		AF/IV
	Experience of briefing and producing artwork and print.	√		AF/IV
	Excellent organisational and time-management skills along with the ability to prioritise and juggle multiple projects.	√		AF/IV
	Experience of developing, organising and managing events.		√	AF/IV
	A strong team player with a positive 'can-do' attitude and a desire to produce high quality work with a good eye for detail.	√		AF/IV
	Ability to build strong relationships with internal and external stakeholders and have strong negotiation and influencing skills.	√		AF/IV
	Market research & CRM/database management experience/knowledge.	√		AF/IV
	Experience of sourcing & managing third parties, including design, PR, media & digital agencies.	√		AF/IV

Section	Criteria	Essential	Desirable	Source
	Working in a similar size business at this level ideally a high growth SME.		√	AF/IV
	Experience in destination marketing		√	AF/IV
	Experience in e-commerce		√	AF/IV
Technical skills and abilities	Up to date knowledge of marketing issues and best practice.	√		AF/IV/REF
	Excellent written and oral communication skills.	√		AF/IV/REF
	Experience of writing copy across various mediums plus great attention to detail and proof reading skills.	√		
	Commercially minded with ability to see the bigger picture & make independent decisions.	√		AF/IV/REF
Interpersonal skills and other characteristics	Ability to influence and persuade a wide range of stakeholders	√		IV/REF
	Be a creative & innovative thinker.	√		IV/REF
	Able to prioritise & meet deadlines and set & achieve targets.	√		IV/REF
	Able to work accurately under pressure.	√		IV/REF
	Honest	√		IV/REF
	Considerate	√		IV/REF
	Responsible	√		IV/REF
	Resourceful	√		IV/REF
	Energetic	√		IV/REF
Motivation and commitment	Energetic, self-motivated and able to lead.	√		IV/REF
	A positive, fun and pro-active approach.	√		IV/REF
	Committed to continual learning and development of marketing theory and practice.	√		IV/REF
	An interest in and commitment to St Aubyn Estates Vision and Values	√		AF/IV