

## Director of Marketing at Marriott

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

Marriott International is a leading global lodging company based in Bethesda, Maryland, USA, with more than 4, properties in 79 countries and reported revenues of nearly \$14 billion in fiscal year . Its heritage can be traced to a root beer stand opened in Washington, D.C., in by J. Willard and Alice S. Marriott. The company operates and franchises hotels and licenses vacation ownership resorts under 19 brands, including: Marriott Hotels, The Ritz-Carlton, JW Marriott, Bulgari, EDITION, Renaissance, Gaylord Hotels, Autograph Collection, AC Hotels by Marriott, Moxy Hotels, Courtyard, Fairfield Inn & Suites, SpringHill Suites, Residence Inn, TownePlace Suites, Protea Hotels, Delta Hotels and Resorts, Marriott Executive Apartments and Marriott Vacation Club. Marriott has more than , people working worldwide at managed or franchised properties and corporate offices. Marriott has been consistently recognized as a top employer and for its superior business ethics. The company also manages the award-winning guest loyalty program, Marriott Rewards® and The Ritz-Carlton Rewards® program, which together surpass 49M members. Marriott is consistently recognized as a top employer and for its superior business operations, which it conducts based on five core values: put people first, pursue excellence, embrace change, act with integrity, and serve our world.

### JOB SUMMARY

Directs the development, production and implementation of all marketing strategies and related projects associated with the property's revenue and marketing objectives.

Partners with the Vice President (VP) of Sales and Marketing to develop the annual

marketing plan to achieve both short and long-term revenue and marketing objectives. Partners closely with other topline disciplines (Sales and Revenue Management) to develop overarching cross-cutting strategies. Develops and oversees the execution of marketing strategy that aligns with hotel goals and positioning to achieve topline revenue and RevPar/share-of-wallet goals. Oversees management of all internal and external communications through digital presence, including but not limited to property website, third party channels and social media while maintaining brand integrity. Identifies incremental marketing opportunities ranging from partnerships, third-party sites and CVBs. Articulates campaign performance regularly to General Manager, Sales + Revenue Management leaders and Ownership. Leads a team of marketing professionals to execute strategies.

## **CANDIDATE PROFILE**

### **Education and Experience**

2-year degree from an accredited university in Business Administration, Sales, or related major; 2 years' experience in Hospitality Sales, Spa Sales or a comparable professional area

OR

4-year bachelor's degree in Business Administration, Sales, or related major; 1 year experience in Hospitality Sales, Spa Sales or a comparable professional area

## **CORE WORK ACTIVITIES**

### **Development of Hotel Marketing Strategy**

Develops overarching marketing strategy including marketing plans and property email strategy to overall hotel marketing budgets for the hotel/group of hotels they support to align with business priorities, in consultation with General Manager(s).

Oversees execution of all marketing initiatives, projects and collateral production to verify that sales and marketing objectives are achieved and that revenue opportunities are maximized.

Cultivates partnership and active participation in demand generation strategy development (SMR).

Reconciles marketing plan monthly with accruals, forecast in conjunction with Director of Finance.

Leads repositioning efforts in partnership with Area Team, GM and hotel executive team.

Serves as the hotel(s) brand guardian / liaison, verifying all marketing reflects brand voice.

Leads the strategic pull-through of continent and brand promotions and campaigns.

Partners with Revenue Management to develop and execute promotional strategy efforts.

Supports group lead generation efforts.

Runs, reviews, analyzes and clearly articulates to stakeholder's and owners the key marketing reports with the ability to quickly adapt and adjust strategy accordingly.

Manages internal and external partners to verify deliverables are executed to support hotel strategy.

Develops and sets the annual digital marketing plan, and overarching partnership and marketing strategies to maximize hotel revenue production and align with hotel positioning.

Manages the OTA Strategy in collaboration with Revenue Management through monthly market leader reviews and media investments.

Monitors and provides recommendations for SEO and updates as needed in collaboration with MDS or agency

Manages cluster marketing strategies, when applicable.

Owns the direct asset development (e.g. photoshoots) to verify up to date content for Marketing team to pull through to various sites and channels.

### **Development and Execution of Communications and Partnerships**

Maintains frequent, active engagement with Area Directors of Marketing to communicate overall recommendations and actionable next steps based on identified findings, best practices, and overall digital trends for their portfolio of hotels.

Sets overarching Public Relations strategy for hotel/group of hotels, outlining goals, pitch angles and target segments.

Manages Public Relations agency, if applicable, or manage PR messaging.

Effectively measures and clearly communicates success of campaigns and digital performance using relevant reports tools.

Creates strong relationship management and negotiation skills; demonstrates ability to develop and maintain relationships (e.g. GMs, Sales and Revenue Leaders, Regional Team, Hotel Marketing Team, media representatives, etc.).

### **Leading Marketing Team**

Manages direct reports and monitors overarching marketing performance.

Interviews, selects and onboards property marketing associates

Handles employee complaints and executes disciplinary action as needed.

Evaluates employee's productivity and efficiency for the purpose of recommending promotions or other changes in status.

Conducts annual performance appraisal with direct reports according to Standard Operating Procedures.

Completes other reasonable duties as requested by leadership.

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