

## PR and Marketing Manager at Fairmont Hotels & Resorts

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

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The Fairmont Norfolk is a historic hotel in Nairobi, Kenya and is owned by the luxury hotel chain, Fairmont Hotels and Resorts. The hotel has rooms, 4 restaurants, and consists of 5 main blocks, each ranging from 1 to 2 stories high. The hotel has a signature Tudor style of architecture that has been maintained since its original construction.

### What's in it for you:

Employee benefit card offering discounted rates in Accor worldwide

Learning programs through our Academies

Opportunity to develop your talent and grow within your property and across the world!

Ability to make a difference through our Corporate Social Responsibility activities, like Planet 21

### What you will be doing:

Formulate annual marketing plan in conjunction with sales department, with activities to follow during the fiscal year, which will focus on meeting hotel objectives.

Deployment of Brand Style Guidelines throughout all the Collateral and Bespoke items

Accomplish advertising function in such a way that all advertisements are effective and reflect the brand image of the property and its outlets

Work for the finalizing of all artworks and designs, including media buying where applicable

Support and act as team player when necessary in F&B related projects

Assist in development and production of Sales & Marketing brochures, F&B collateral materials, menus, collaterals and signage

Support in organizing regular and extraordinary events at the hotel

Work with creative agencies (foreign and/or local) on preparation of collaterals, marketing & promotional materials as required, including digital agencies locally and internationally

Work with public relations agencies (foreign and/or local) on preparation of press release and media pitching and organizing of media event, awareness campaign, group press trip and individual press visit

Ensure that all publications and brochures from the properties meet high professional and quality standards according to the brand and property visual identity guide

To be in control of costs and respective PO and invoicing process

Assist sales for the monthly forecasts and yearly expense budgets

Manage the photography/videography requirements for the hotel including the planning and supervision of shoots

Follow trends within the travel industry and related industries, follow local and international media

Propose and design new product & service experiences in conjunction with its impact, operational do-ability and financial aspect

**Your experience and skills include:**

Bachelor's Degree in Marketing and Communications or related

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