Marketing Executive

**Location:** Andras House, 60 Great Victoria Street, Belfast, BT2 7BB

**Department:** Marketing

**Hours of Work:** 40 hours per week

**Rate of Pay:** Commensurate with Experience

**Job** Overview

Contribute to driving marketing strategies and campaigns to position the Company’s hotels as the first destination of choice through creative and innovative ideas

Working with Directors, Marketing Supervisor and Hotel General Managers, be responsible for marketing the Company to the standard required

Attend Sales Meetings and promote new ideas and marketing initiatives, presenting ideas in a professional manner to Directors and Hotel General Managers

**Duties** and Responsibilities

* Actively promote and increase awareness of Andras Hotel Group
* Creating and managing our online content, to raise brand awareness and achieve marketing objectives, managing budgets, in line with the financial funds set within the marketing plan
* Evaluating marketing campaigns through market research
* Monitor competitor activity to gain insights into other industry strategies
* Maintaining and updating customer databases, to maximise potential target reach
* Monitoring marketing success via Google Analytics
* Build relationships with external Design and PR agencies to achieve marketing goals
* Work closely with the Directors, Marketing Supervisor and Hotel Managers in the creation and implementation of critical timelines for all business development strategies
* Develop and implement designated projects, ideas, concepts, products, promotions, exhibitions and events
* Production, copy writing and proof reading of advertising, marketing brochures, and all promotional materials, and their distribution when required, including copy writing and print management
* Understanding of digital marketing and its impact on brand development
* Website development, content creation and management, updating social networking profiles and timely updating as required

**Accountability**

Works within Marketing Department

Hours of work typically Monday to Friday, but may include occasional evening and weekend shifts

**Qualifications** and requirements

**Essential:**

* Experience of working within a Marketing Role
* Efficient in monitoring and developing online content
* Ability to work manage time effectively and work to strict deadlines
* Strong understanding of content management systems
* Up-to-date with the latest trends and best practices in online marketing and measurement
* Articulate and professional communication skills

**Desirable:**

* Experience of Marketing within the hospitality industry

**Andras Hotels Employee Benefits:**

Andras Academy – progression opportunities within the Andras Hotels Group

Andras Hotels Staff Benefits Scheme – discounts on shopping, travel, food

Work for globally renowned Hotel Brands

Employee Global Hotel Discounts

Discount on food in our outlets

**The statements in this job description are intended to represent the key duties and level of work being performed. They are not intended to be ALL responsibilities or qualifications of the job**