



ANDRAS  
HOTELS

RECRUITMENT PACK  
MARKETING EXECUTIVE



**3** About Us

---

**4** Notes to Applicant

---

**6** Structure

---

**7** Job Description

---

**8** Criteria

---



# ABOUT US

We are always looking for talented and enthusiastic team members at all levels to join our company. We want to encourage our team members to develop new skills, embrace new challenges and be rewarded in our company. Andras Hotels is a leading property development and hospitality company based in Belfast, Northern Ireland.

We're the city's largest hotel group and we are proud to be at the forefront of hospitality in Northern Ireland.



# NOTES TO APPLICANTS

**Job Title:** Marketing Executive

**Location:** 60 Great Victoria Street, Belfast

To download an application pack and apply please visit:  
<https://www.andrashouse.co.uk/careers.html>

- Completed and signed application forms can be returned in hard copy or send to Michelle Trotter [hrofficer@andrashouse.co.uk](mailto:hrofficer@andrashouse.co.uk),
- Please do not alter the formatting of the application form.
- Alternatively you can send your CV to the above email address.
- You will be contacted by the Head of Department in due course to arrange a suitable interview date & time.
- Applications & CVs should be returned by the closing date.



# Job Description

**Job Title:** Marketing Executive

**Reporting To:** Marketing Manager

**Location:** 60 Great Victoria Street, Belfast

---

## About The Role

This is a crucial role within a dynamic and fast paced environment contributing 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 Manager and Hotel General Managers, you will be responsible for marketing the Company to the standard required. You will attend Sales Meetings and promote new ideas and marketing initiatives, presenting ideas in a professional manner to Directors and Hotel General Managers.

## About You

You will be a driven, confident and professional individual with a strong attention to detail. You will have a strong commercial focus, with the ability to work towards metrics. You will enjoy working with a team and contributing positively to it, but also can work on own initiative. Communication is key working in this role.

## Why Work for Us?

### Andras Hotels Employee Benefits

- Health Care Cash Plan
- Andras Hotels Staff Discount Scheme – travel, food, shopping
- Recruit a Friend Scheme
- Employee of the Month Award
- Discounted rate at Crowne Plaza Gym
- Andras Academy – Training and Development Programmes and progression opportunities within the Andras Hotels Group
- Work for globally renowned Hotel Brands
- Reward Club Incentive Scheme
- Discounted Hotel Rates
- Hotel Incentive scheme



## Main 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 Develop and monitor the success of digital marketing campaigns and strategies using on-line tools and resources
- Build relationships with external Design and PR agencies to achieve marketing goals
- Work closely with the Directors, Marketing Manager 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 concepts, best practices and its impact on brand development
- Website development, content creation and management, updating social networking profiles and timely updating as required
- Knowledge of improve online content, considering SEO and Google Analytics.

## Behaviours

- Team Work – work cooperatively and effectively with others
- Positive and “Can Do” attitude – positive, friendly manner with customers and colleagues
- Commitment – “I do what I say”, commitment to do the best in everything I do
- Diversity & Respect – welcome, include and demonstrate respect for all individuals from all groups
- Integrity – honest, respectful and accountable

## 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 knowledge of 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
- Experience of producing digital marketing campaigns

## Accountabilities

- Works within the Marketing Department
- Hours of work typically Monday to Friday, but may include occasional evening and weekend shifts
- Hours of work will be Monday to Friday 9am to 5.30pm

**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.**



ANDRAS HOUSE HOTEL GROUP  
Andras House, 60 Great Victoria St,  
Belfast, BT2 7BB  
T: 028 9087 8787  
[www.andrashouse.co.uk](http://www.andrashouse.co.uk)