

Marketing Communication Manager

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Company: Marriott Hotels Resorts

Location: Thailand

Category: other-general

POSITION SUMMARY

The Marketing and Communications Manager is part of an important team that creates and executes property-level communications to our customers. Under the leadership of the Director of Marketing and Communication, this role promotes on-brand messaging to customers through traditional, digital, and social media channels all with the goal of enhancing the image of the hotel. This role helps build direct marketing plans, targeted campaigns, and activated channels to the end of driving consumer awareness and preference, increasing market share, and building broader portfolio and brand awareness. This role focuses on showcasing Food and Beverage promotions, both to hotel guests and to local patrons. As part of the Marketing and Communication team, this role is fully connected into resources in their region; Marketing and Communication Managers liaise and build deep partnerships with their regional eCommerce and Marketing teams to verify all local, social, and digital marketing efforts are effectively integrated with the selling efforts for the organization. This role also gets to do a little bit of everything, from balancing traditional and digital marketing and eCommerce activities to contributing to public relations (PR) activities for the hotel. Success is measured by how well they help drive the sales and revenue strategy of the property, social media engagement and also by how effectively leveraged the resources around them are to create truly compelling marketing and communications campaigns.

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