

Marketing & Communications Manager

Job Description

The Oak Bay Beach Hotel is Victoria's first full-service luxury hotel with private residences - a property that is without comparison in all of Canada. We understand that providing guests with world-class service in amazing surroundings requires a team of talented and dedicated people who are committed to producing exceptional results every day.

As a valued team member of the Oak Bay Beach Hotel, you are the type of individual who never settles for the status quo, but continually searches for innovative ways to improve the guest experience. You take the same pride in serving our guests as you would someone in your own home and understand that a warm, caring, family environment is only supported by true hospitality professionals who not only understand that "anything is possible", but also have the creativity to make the impossible happen.

We are seeking a Marketing & Communications Manager to join our team. Working with moral integrity in a supportive environment, where individual thought and opinion are respected and encouraged, we have great expectations of our team members – and understand that you expect the same commitment from us.

Position Title:	Marketing & Communications Manager
Level of Commitment:	Full Time
Reports To:	Director, Sales and Marketing
Works With:	Executive Team; Oak Bay Beach Hotel Management Team, Sales Team

Scope and Purpose:

Working to the core values and operational standards of the Oak Bay Beach Hotel the role of Marketing & Communications Manager is responsible for executing the Marketing and Communications plan, supporting the overall Sales and Marketing efforts of the Oak Bay Beach Hotel, execute brand consistency through the design and output of print collateral, building and maintaining our digital media presence across on-line platforms (social media, blogging etc), and be sufficiently comfortable with the tools to translate promotional and marketing objectives into engagement and loyalty within our community.

Core Competencies and Personal Characteristics:

Oak Bay Beach Hotel	
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- Ability to maintain strong attention to detail – including proof reading, while meeting deadlines.
- Excellent written and verbal communication skills in English
- Positive attitude and professional presentation
- Passionate about hospitality and guest experiences
- Self-starter
- Able to learn quickly
- Strong team player
- Highly organized and able to manage multiple priorities

Qualifications

- Post-secondary degree/diploma in Business, Marketing, Communications or similar field.
- 2+ years of marketing and communications experience in a similar role. Hospitality or Tourism industry experience is an asset.
- Working knowledge of Adobe Creative Suite (InDesign, Illustrator & Photoshop specifically), WordPress CMS, and Microsoft Office
- Strong writing and editing abilities
- Understanding, and experience, implementing relevant and current marketing principles.
- Proficiency working in Mac OSX environment
- Previous graphic design and marketing experience an asset
- Experience using social media and online content management in a business/marketing environment

Responsibilities

- Update and/or create regular publications, announcements, signage and collateral material
- Assist in planning, collection, composition and implementing of engaging content through our various Social channels; including Facebook, Twitter, Instagram, YouTube, Blog, etc. keeping up to date with industry trends. Must be familiar with monitoring platforms such as HootSuite.
- Manage online guest feedback – TripAdvisor, etc.
- Manage web presence, ensuring consistent and updated creative content and images are in place, updating hotel website as needed and measuring KPI's in monthly reports.
- Assist in development of multiple weekly and monthly eNewsletter communications.
- Maintain Brand image through all internal and external communications. This includes internal creative development and production of advertising, collateral, websites and David Foster Foundation Theatre promotions, working with external agencies for PR, Advertising and Print when needed.
- Responsible for brand management of in-house printed materials including stationary, business cards, directories, menus, etc.
- Responsible for the management, growth and strategic use of hotel database – this includes guest loyalty programs and monthly newsletters
- All other duties as assigned that will assist and support the mandate of the Hotel and its ongoing success.