

Digital Marketing Manager

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Company: Rosewood London

Location: United Kingdom

Category: other-general

Job Description

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Role

We are currently looking for a **Digital Marketing Manager** to join our **Communications team** as within Sales and Marketing at Rosewood London. Our **Digital Marketing Managers** entrusted in managing and delivering the day to day marketing activity for the hotel in line with the agreed Marketing strategy.

Key expectations of this role are

Responsible for the management and growth of the hotel data and the targeted use of the database.

Responsible for hotel's digital and e-commerce strategy and implementation.

Manage a comprehensive marketing strategies and deliverables that are measurable and align with the organization's overall goals.

Tracking campaign success to help understand the return on the investment of each activity and aid future promotion plans through effective reporting.

Managing and co-ordinating the hotel communications plan, which includes the website, collateral, e-newsletter and other platforms.

Ensuring that all communications are targeted to the right audience and delivered on time.

Profile

Experience in managing marketing communications and collateral.

High level of understanding and knowledge in digital marketing, website management and e-commerce.

The ability to work in a team and build relationships with others.

Possessing an exceptional level of attention to detail.

The ability to clearly communicate in written and spoken English via several different communication channels.

All our associates have the opportunity to live by our guiding philosophy which captures the essence of our culture RELATIONSHIP HOSPITALITY. Heartfelt interactions are our lifeblood. A desire to build genuine, rewarding and lasting relationships with everyone we meet comes naturally to us – it's our Calling.

Benefits

Competitive holiday allowance which increase with length of service

Company pension scheme and life assurance

12 complimentary room nights and F&B discount worldwide

Career development opportunities

Free meals on duty

Season ticket loan

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