

DIGITAL MARKETING MANAGER (Hotels et Spas)

Groupe Antonopoulos

You are passionate about the hotel industry and digital marketing? The *Digital Marketing Manager* will develop, implement and optimize digital marketing campaigns in order to acquire new customers and drive hotel revenues.

Key functions of the position

- To be the person of reference in terms of strategy and innovation in digital marketing;
- Under the direction of the Marketing Director, you will participate in planning strategy and instilling best digital marketing practices;
- Work cross-functionally with the marketing team members, revenue management and sales;
- Have a broad understanding of traditional marketing strategies.

Job responsibilities

- Deliver full strategies to meet revenue and exposure goals (75% digital & 25% traditional);
- Execute plans to achieve performance goals collaborating with the marketing team;
- Maintain brand guidelines, for each hotel and spa;
- Follow, analyze and report critical KPIs to upper management;
- Partner with external agencies to deliver impactful print media campaigns;
- Develop and improve current digital marketing processes to save time on a day to day activities.

Do you have what it takes?

- 3 to 5 years' experience in marketing, including a minimum of 2 years in digital marketing;
- Bachelor Degree in Marketing or a related field;
- Having proven realisations et experiences in marketing campaign management;
- The everyday work tools are Google and Excel, so it's a must to have;
- Excellent interpersonal and written communications skills in French and English;
- Be goal oriented with the ability to move quickly and easily between high level strategy and rolling up sleeves for execution;
- Ability to handle multiple ongoing tasks with changing priorities and to work on a tight schedule and deadlines;
- Be comfortable with multitask and priority management;
- Analytical mindset and data driven, is essential;
- An asset would be to have a great comprehension of the hospitality industry and its operational reality.

Who are we?

We are a growing, family-owned hospitality company that owns and operates 5 boutique hotels, 14 restaurant concepts and 2 spas, all concentrated in Old Montreal. There are more than 1200 employees working in servicing our guests, and 60 employees working for the corporate office. Our organizational culture is key to the success of our team and relies on putting forth our passion for hosting and serving guests, fostering a family spirit at work, and daring to do things differently. We expect everyone to be enthusiastic, positive team players that share our ambition in standing apart in a very competitive landscape.

You are interested?

Follow the link to apply: carrieres@experiencevieuxmontreal.com