

Assistant Marketing Manager Jobs in Fujairah | DoubleTree By Hilton Jobs

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Company: DoubleTree By Hilton

Location: fujairah

Category: other-general

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Description:

The Assistant Marketing Manager will be responsible in assisting the Commercial Manager with all Marketing Planning & Execution strategies for the hotel.

Job Responsibilities:

Develops strategic marketing plans and establish annual marketing budgets along with GM, CM, and F&B. Marketing plans should be annual, monthly and by segment of deployment inclusive of cost, deployment strategies (print, digital, and/or social media) through the review of competitive data, demand analysis and market mix management.

Creates, manages and implements media/marketing plans and programs, both short and long term, to increase revenues, awareness, and expansion of property products and/or services. Works with on-property and regional revenue management to develop offers or leverage off-the-shelf offers, based on hotel-level needs.

Manages strategic direction on all marketing related areas including but not limited to: Social Media, Websites, Digital & Print Advertising, Email & Collateral.

Identifies outside agencies and responsible for development of agenda strategy

Job Requirements:

Innovative, action oriented individual able to identify and implement results oriented marketing strategies for the hotel.

Experience in F&B Outlet Marketing and Social media

Proven results on F&B Marketing

Creative in Making new and innovative marketing campaigns to attract new client to the Restaurant

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