

Field Marketing Activation Manager Jobs In Dubai UAE | Radisson

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Company: Radisson

Location: dubai

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The Field Marketing Activation Manager – Saudi Arabia is part of a network of PR and Social Media activators across Radisson Hotel Group responsible for elevating a cluster of hotels within Saudi Arabia through innovative social-first content generation and strong partnerships, engaging the local community, influencers and KOLs.

Responsibilities:

Bring hotel stories to life through content, partnerships and events for a cluster of hotels with a focus on icon hotel(s) as those which have the biggest impact for the company.

Drive content generation for the cluster of hotels with a focus on icon hotel(s).

Enhance visibility and awareness of the cluster of hotels with a focus on icon hotel(s).

Manage the Social Media presence for the cluster of hotels.

Drive social-first content generation, partnerships and influencer relations to bring the cluster of hotels to life and elevate our brand positioning, with a focus on icon hotel(s)

Requirements:

Expert knowledge of PR & Social Media

Must have strong network of local influencers, tastemakers and journalists in the country

Experience using tools for Social Media Management (e.g. Spinklr)

Knowledge and experience working with influencers

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