

# United Arab Emirates Jobs Expertini®

## Marketing Manager - voco Dubai

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Company: INTERCONTINENTAL Hotels Group

Location: dubai

Category: other-general

This is the top marketing and public relations job in a large full service, flagship hotel and serves as the voice of the Hotel to consumer & trade media. Actively participates in reoccurring Sales Strategy Meetings to articulate the most up to date marketing strategy and implementation details. Leads and/or partners with Hotel Operations to conceptualize/execute property-level Programming and Activation, based on brand guidelines. Leads the strategic pull-through of continent and brand promotions and campaigns. Partners with Revenue Management to develop and execute promotional strategy efforts. Develops and oversees/executes annual digital marketing plan, and overarching partnership and marketing strategies to maximize hotel revenue production and identify digital marketing opportunities on third party and local partner sites. Monitors and provides recommendations for SEO and updates as needed in collaboration with IHG Field Marketing or agency. Identifies digital marketing opportunities on third party and local partner sites. Sets overarching messaging strategy for hotel/group of hotels aligned with positioning. Manages photography distribution including search photos, pre-arrival photos, and photo gallery management. Creates landing pages and Discovery Pages to enhance content, as applicable.

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