



HOTEL MARKETING SPECIALIST

Summary and Expectations

The Hotel Marketing Specialist is part of a vital team whose responsibilities enhance and increase brand awareness, attract new customers, and build loyalty with existing customers. Under the leadership of the Brand Marketing and Communications Director in New York, this role will execute property level sponsorships/partnerships, on-off-site events, digital/social media plans, plus engage with applicable agencies (PR, CVB, etc) and local university/community organizations.

Success is measured by how he/she effectively utilizes existing resources to create engaging, brand-appropriate marketing and communication campaigns, executing at minimum, one program per month. This role will act as an advocate for the Study Hotels brand, culture, values.

Hotel Marketing

- Identify opportunities to bring Hotel/Restaurant Marketing Plan to life through sponsorships, promotions, partnerships and communications, including but not limited to, building relationships with key local organizations, community partners and likeminded brands
- Acts as the liaison between the Director of Brand Marketing and Communications and local PR agency (if applicable).
- Ensures all marketing, regardless of communication channel, align with the brand voice

Digital Content Management

- Maintain and execute social media content, encouraging engagement and growth
- Ensure content on local digital channels is up-to-date (e.g., hotel website, social media, etc)
- Executes email marketing campaign

Public Relations

- Partner cross-functionally with GM, F&B, Operations leaders, Director of Sales & Marketing, to create "news" from every day occurrences
- Writes and distributes all press releases for property events, promotions, and outlets
- Maintains a comprehensive list of local media contacts

Collateral Development

- Coordinates and executes Hotel and F&B printed materials to ensure alignment with brand standards

Education and Experience

- 4-year bachelor's degree in Marketing, Public Relations, Business, or related major
- 2 years-experience in the marketing or related professional area; hospitality marketing experience preferred.