

<b>Name of the professional figure</b>
Head of Marketing Department/ Marketing Executive
<b>Where it works</b>
The marketing manager works under the direction of the director of Sales and Marketing in the Sales and Marketing division. The figure may also include the company's publicity and communication department.
<b>The activities</b>
<ul style="list-style-type: none"> <li>• Promoting the company's brand, product, and services and conducting market research</li> <li>• Coordinating marketing staff in developing marketing campaigns and promotions following the travel company's business strategies</li> <li>• Managing the company's relationships with other agencies and partners.</li> </ul>
<b>Qualifications</b>
This figure demands college degree, ideally marketing majors.
<b>Technical skills</b>
<ul style="list-style-type: none"> <li>• The marketing manager should comprehensively understand the market and all market participants, including consumers, competitors, and others.</li> <li>• This figure should concentrate on maximising customer awareness, fostering client relationships, and managing customer databases.</li> <li>• Technical skills include researching the market on brand recognition, developing and implementing marketing plans, designing marketing materials, writing content for marketing activities, proposing and implementing advertising, managing social media channels, updating information and responding to customer inquiries, managing customer databases, the hotel's website, preparing data analytics and forecasting of the market.</li> <li>• Skillful in report writing and presentation. Additional skills in content creation and design are also required</li> </ul>
<b>Computer and linguistic knowledge</b>
This professional position requires an excellent command of the English language (both written and spoken). Additionally, he (she) must have expert-level computer abilities to utilise specialised media and social network tools (design, content writing, etc.).
<b>Personality and availability</b>
This figure is finished and characterised by the ability to create relationships with clients, coordinate one's and others' work, work in groups, and solve problems. He must be self-disciplined, highly detailed in his marketing and advertising campaigns, versatile, and adaptable to an ever-changing market and environment. Creativity is in high demand. Both an analytical and abstract attitude are required of him. Additionally, the capacity to be self-motivated and enthusiastic is essential. He must also be willing to work overtime and weekends.