

Name of the professional figure
Marketing Manager/Executive
Where it works
The marketing manager works in the Sales and Marketing department under the supervision of the Director of Sales and Marketing.
The activities
The marketing manager must deeply understand customers' needs to ensure guests are satisfied with the facilities and services. The marketing manager's responsibilities include promoting the brand and services of the hotel, doing market research, coordinating marketing staff in developing marketing campaigns and promotion, following the hotel's business strategies, and managing the relationship with agencies and partners. He or she should focus on factors that help maximise customer awareness, build customer relationships, and manage the customer database. Detailed tasks include researching the market on the hotel brand recognition, developing and implementing marketing plans, designing marketing materials, writing content for marketing activities, proposing and implementing advertising and PR with providers, managing social media channels, updating information and responding to customer queries, carrying on email, SMS, SEO marketing, managing customer databases, the hotel website, preparing data analytics and forecasting of the market.
Qualifications
This figure usually requires university graduates, preferably marketing majors.
Technical skills
The Marketing Manager must possess excellent knowledge in research and data analytics, search engine optimisation, search engine marketing, social media, writing and content creation, content strategy and management, design, technological proficiency.
Computer and linguistic knowledge
This professional figure requires a strong knowledge of the English language (both written and spoken). He/she must also possess computer skills as an expert user who uses specific tools for media and social networks (design, content writing etc.).
Personality and availability
This figure is completed and characterized by the ability to develop a relationship with customers, the ability to organize one's work and that of others, group work, to problem-solving. He/she needs reporting, writing and presentation skills. Additional skills in content writing and designing are also necessary. He/she must be able to self-control, particularly in marketing and advertising campaigns, and be flexible and adaptable to the changing environment and market. Being creative is highly demanded. He/she must possess both an analytical and abstract mindset. Besides, the ability to be self-motivated and energetic is important. He/she must be willing to work after hours and on weekends.