



Independently minded

Marketing Executive

Introduction

Small Luxury Hotels of the World™ (SLH) is the most desirable community of independently minded travellers and independently spirited hotels in the world. We turned the luxury boutique hotel into a phenomenon back in 1990 and since then we've gone to every major capital, taken the path less travelled and journeyed to the edge of the map to seek out and select the distinctive, the diverse and the downright delightful.

We've personally visited, vetted and verified over 500 boutique hotels in more than 80 countries. They're small, perfectly formed and independently owned.

The Small Luxury Hotels of the World (SLH) brand is managed by Small Luxury Hotels of the World Management Ltd with a team of 100 globally.

The Head Office is in London where the central functions are located.

Small Luxury Hotels of the World Management Ltd provides to the hotel members:

- Services such as: quality certification, brand marketing, loyalty programme, PR, training, promotional events, partnerships.
- Tools and technology in order to optimise their distribution
- Sales channels in order to boost their sales and to provide a strong alternative to the on-line travel agencies

The overall turnover of the 540 existing Hotels is more than \$3 billion USD

We are recruiting for a full time Marketing Executive and who shall report to the Senior Marketing Manager.

Knowledge & Behaviour

- Qualified to degree level – Marketing qualification desirable
- Has a passion for marketing & travel
- 1-2 years' experience in a similar role and industry
- Adobe Skills preferable (Illustrator, Photoshop and InDesign)
- Excellent organisational, written & oral communication skills

- Highly organised with a keen attention to detail
- Ability to work in a fast paced and dynamic environment
- Fluent in English, other languages are a bonus
- Enthusiastic and positive attitude.

Key Responsibilities:

- Support the brand & wider marketing team to ensure yearly marketing strategy is delivered successfully and on time
- Play an active role in brand awareness and brand marketing campaigns when required
- Manage editorial content on SLH website; managing content calendar, liaise with content agency and upload content within CMS
- Provide creative support to wider marketing team and SLH community; ensuring all channels are aligned and in line with SLH guidelines. Predominantly working with InDesign and/or Photoshop
- Source all branded collateral materials ensuring they're on-brand and in line with SLH guidelines
- Manage all collateral orders, liaising with global distribution supplier
- Assist in the production of all printed materials; including proof reading, project management and image sourcing
- Assist in travel trade marketing activity, social media activity, email campaigns and PR related activities
- Assist in partnership marketing activity; build relationships, manage partner benefits and campaign activation
- Assist in the organisation and participation of SLH events; including global sales calendar and hotelier conferences

Place of Work

You shall be employed at the company's office in London. You may be required by the company to travel within or outside the United Kingdom in connection with your employment.

Remuneration

- Your remuneration will be defined according to seniority and experience.
- It is composed of a base salary (range £22,000 – £27,000) + 20% bonus according to company and personal objectives