



*Independently minded*

*Senior Marketing Manager*

## **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. People, places and experiences with individual character, intimate charm and inherent class. 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 Senior Marketing Manager and who shall report to the Marketing Director.

## **Knowledge & Behaviour**

- Graduate in Marketing.
- Professional experience of 10 years minimum in marketing.
- International-Global exposure is desired
- Fully fluent in English.

- Highly organised with a keen attention to detail
- Excellent written & oral communication skills
- Strong creativity
- Good team player
- Experience of hospitality or luxury is an advantage.
- Enthusiastic and positive attitude.
- Ability to work in a fast paced and dynamic environment

### **Key Responsibilities:**

In coordination with the Marketing Director

- Support internally and externally
  - The roll out the brand system (Purpose, Mission, Vision, Values,)
  - The update and implementation of the brand book
- Support the definition of the standards for the brand imagery, the brand content and any kind of brand materials used on line or off line
- Validate all the materials, publications and design used for communication purposes.
- Support to design the brand campaigns and to choose the appropriate agencies and media supporting the strategy.
- Take an active part in the tactical marketing campaigns and initiatives and work closely to the e-commerce team and the CRM-Loyalty team to get the best results in term of bookings.
- Take an active part in the strategy for the directory in terms of size, content, number of copies, selection of appropriate partners
- Follow up the distribution of the directory and of all the on-line or off-line materials.
- Roll out the strategy of brand visibility in the hotels such as the plaque, awards, publications, amenities.
- And especially for the trade marketing:
  - Monthly Travel Trade newsletters featuring new hotels, hotel news (renovations, new restaurants etc.) travel trade rates and commission offers: collating information from RAM team and Sales teams
  - Follow up emails after events – “nice to meet you” (sent to those agents who submit their business cards)
  - TA Social Media Channel management
  - Sales documentation – updating PowerPoint presentations and handouts for agencies
  - Consortia marketing opportunities – providing content for programmes such as WIN, AMEX, Signature, Virtuoso etc.

- Print advertising and banner advertising submission (Virtuoso, Signature, Business Traveller magazines)
- Event support including showcases and larger trade shows such as ILTM
- 'withIN' programme support

**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 depending on experience and available on request + bonus according to company and personal objectives

Please send a covering letter explaining why you wish to apply for the role detailing your experience along with a current CV to [jobs@slh.com](mailto:jobs@slh.com)