

LOUGH *esKe* CASTLE

— D O N E G A L —

POSITION

Department: Sales and Marketing
Title: Marketing Executive
Reports to: Director of Sales and Marketing

OVERVIEW

An exciting opportunity has arisen at Lough Eske Castle. We are looking for a Marketing Executive to support the Director of Sales & Marketing at Lough Eske Castle and ad hoc projects across multiple properties in the Harcourt Hotel Collection. We are looking for an individual who is commercially minded and looking to develop their Marketing role within the hotel environment. This role requires a natural creative flare and passion for Marketing to contribute to the Hotels revenue and success. Please find below key responsibilities for the role:

RESPONSIBILITIES

- Create content across all hotel social media channels. Ensuring engagement across all platforms
- Assistance in projects with sister properties and parent company as per the DOSM
- Assist with various projects across the Harcourt Hotel Collection as and when required.
- Manage daily review sites with the assistance of Revinate
- Prepare weekly, monthly and reports showcasing all activity and commercial ROI
- Responsible for website content including updating contents, packages and images on website regularly, including ensuring functionality is at its maximum
- Design and distribution of emailers as per communications calendar and DOSM
- Assist in the design and coordination of collateral
- Assist DOSM in managing third party relationships with PR Agencies, Design/Print Agencies, Advertising publications and Digital Marketing Agency
- Assist in providing content for Press Releases, assist DOSM in coordination rolling out Press Releases Coordination of press/ familiarisation trips / PR activities in collaboration with partners
- Responsible for updating all listings and online profiles
- General office administration and ad-hoc assistance where required with hotel events
- Planning and participation on photo shoots in association with the DOSM
- Planning, preparation & assisting the DOSM compiling annual Sales and Marketing Plan

SPECIFIC JOB KNOWLEDGE, SKILL AND ABILITY

The individual must possess the following knowledge, skills and abilities and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

- Thorough knowledge of Marketing Processes, website management, search engine optimization, link-building and content development
- Ability to work with PDF Editor and Photoshop to manage advertising updates
- Possess a solid understanding of the social media communications, including but not limited to: Facebook, Instagram, YouTube, Twitter, Flickr, Instagram, Pinterest, Hootsuite
- Thorough knowledge of Outlook programs, i.e. Windows & all Microsoft Office packages.
- Ability to communicate in English, both orally and written, with guests and employees, some of whom will require high levels of patience, tact, and diplomacy to defuse anger and to collect accurate information and to resolve problems
- Ability to work under pressure and deal with stressful situations during busy periods
- Ability to work a flexible schedule
- Strong organizational skills, with the capacity to self-prioritize

MINIMUM REQUIREMENTS

- Any combination of education, training or experience that provides the required knowledge, skills and abilities.
- Position requires two year previous marketing experience & social media experience required.
- Experience in 4 or 5 star hospitality industry.

PREFERRED REQUIREMENTS

- Degree in communications field preferred.
- Any combination of education, work experience and training within the social media field.
- Knowledge of web site maintenance.