

Job Description: Digital Marketing Manager, The Killarney Park and Ross Hotels (Hamptoncove Holdings Ltd)

Job Title: Digital Marketing Manager

Reports to: Director of Sales & Marketing at The Killarney Park and The Ross

Mission of Role

The Digital Marketing Manager (DMM) will plan, develop, implement and manage the overall online marketing strategy for The Killarney Park and The Ross Hotels.

This manager will

- Increase online revenue for each hotel across all departments
- Enhance brand awareness
- Monitor reputation management (monitor/liaise with management and report back KPI's at regular intervals)
- Develop and manage key supplier relationships – Website provider, Digital Marketing Agencies, OTA account managers, 3rd party consultants and or industry experts in digital marketing.
- Identify business opportunities that can be incorporated into the Digital Marketing Plans
- Maintain extensive knowledge of current market conditions, both online and offline
- Keep up to date with current trends, technologies, and best practice in the digital marketing sphere.

Job Description

- Plan, build and execute a Digital Marketing Plan that will complement and align with the hotels overall Sales and Marketing Plans.
- Leverage owned, earned and paid media for a comprehensive strategy
- Coordinate with advertising and media experts to improve digital marketing results
- Plan, build and monitor new landing pages in line with the hotels Digital Marketing Plans.
- Measure ROI and KPIs specific to the digital marketing performance of both hotels and prepare accurate reports on this performance.
- Prepare and manage the Digital Marketing Budget with the DOSM
- Leverage The Killarney Park's partnership with The Leading Hotels of the World, by remaining up to date on all relevant marketing or digital marketing opportunities
- Research competitors and provide suggestions for improvement
- Maintain and continuously train the hotels online chatbots
- Monitor and react to any digital opportunities that may arise from Tourism Ireland or Failte Ireland by staying up to date with their activities
- Maintain the hotel's digital image libraries and keep them updated across all necessary platforms (eg: Ice Portal, Leonardo, Website CMS, OTA's TripAdvisor etc.)

Website

- Manage and co-ordinate all aspects of The Killarney Park and The Ross websites
- Website CMS administrator, support and development
- Track and measure SEO, SEM and Google analytic metrics
- Digital Advertising – Work with the Digital Marketing Agency to compile a paid advertising strategy for both hotels, which allows continuous monitoring of ROI and restructuring where necessary.

Social Media

- Creates a social media marketing strategy in line with the company objectives
- Oversees all company social media accounts management
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlightens audiences and promote brand-focused messages
- Coordinates social media messaging with advertising and overall sales and marketing strategy and weekly, monthly, yearly company goals.
- Ensure that the hotel's brand is being correctly managed and delivered on any social media platforms
- Plan, build and deliver paid Social media advertising – with regular reporting on KPI's
- Audits and analyses social media presence including digital advertising costs and returns
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Interviews, hires, trains and manages social media team members as needed
- Works with other departments to develop social media timelines coinciding with new product releases, ad campaigns or other brand messages
- Monitors and develops reports on competitor activity within social media spaces

Management and Research

- Submit monthly progress reports to the relevant stakeholders
- Ensure that data is accurately entered and managed within the PMS, CRM and any sales management system
- Assist DOSM with yearly/quarterly and monthly forecasting
- Evaluation of emerging online marketing technologies and trends including research and awareness of competitor online strategies.

Experience & Qualifications

- A qualification in Digital Marketing or relevant field
- 5 years of hands-on Digital Marketing experience
- Demonstrable experience managing SEO/SEM, Marketing Databases, Email Marketing, Social Media, Analytics Tools (eg: Google) and Display Advertising Campaigns.
- Highly computer literate
- Knowledge of hospitality industry and digital marketing channels

- Good knowledge and experience with online marketing tools and best practises
- Familiarity with web design and CMS systems
- Outstanding communication and interpersonal skills
- Creative copywriting with excellent language skills and English as a native language.

Other Skills & Qualifications

- Sense of ownership and pride in your performance and its impact on our company's success
- Critical thinker and problem-solving skills
- Team player
- Good time management skills
- Great interpersonal and communication skills
- High level of motivation, determination and commitment
- Professional at all times and an ambassador for the hotel.
- Flexibility and adaptable