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# Example of Cluster Marketing Manager Job Description

Our innovative and growing company is looking to fill the role of cluster marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for cluster marketing manager

* Keeps a record on all digital marketing activities and understands what is successful and what is not successful
* Prepares a fortnightly social media schedule to record all social media related actives for the preceding 2 weeks
* Attends daily briefing meetings and an end of week debriefing meeting with the sales team
* Updating of activity schedules as required based on changes in market
* To manage all on-line activities for the hotels (including F&B outlet micro-sites), also non-branded websites, ensuring all special promotions are loaded and available with the appropriate lead-in times and that all information is kept accurate and up to date, reflecting the image of each hotel
* Ensure monthly checks are carried out on top 30 external booking websites ensuring that all content is accurate, up to date and highlights the unique selling points of each hotel and current promotions
* Ensure PIM pack of each hotel is relevant and up to date at all times
* Sign up to competitor newsletters (use STR and aspirational comp sets) to check for offers/new initiatives
* Liaise with Regional Marketing re joint marketing/promotional opportunities and ensure that the hotel complies with all agreed central and regional marketing activities that are relevant to the hotels commercial strategy (HHonors, C&E, ASE and ISO newsletters)
* Monitor TripAdvisor weekly and work with General Managers/DBDs to highlight promotional offers/competitor initiatives

## Qualifications for cluster marketing manager

* Over 3 years of job experience as a manager
* Previous experience working for or with an agency on the client side preferred
* To work closely and update E-commerce of all communication actions
* PR activities for the hotel
* Represent the hotel in the media and other relevant occasions
* Partner with the Food & Beverage teams for hotel promotions and provide reports on the activities