Downloaded from <https://www.velvetjobs.com/job-descriptions/hospitality-marketing-manager>

# Example of Hospitality Marketing Manager Job Description

Our growing company is looking for a hospitality marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for hospitality marketing manager

* Works with centralized marketing function teams (Media, CRM, Analytics, ) to plan/execute/optimize marketing plans
* Develops strategies and oversees execution of enterprise-wide promotions and sales, Booking Deadline promotions, ongoing multi-resort marketing and brand campaigns
* Collaborates with Group Sales dept
* Serves as functional leader within Hospitality division for new property integrations of marketing efforts
* Directs various external agencies/partners for creative and content needs
* Develops and manages marketing budgets and forecasts
* Leads annual planning efforts for the division in partnership with Operations stakeholders
* Keeps abreast of news/trends in travel, lodging and marketing and communicates out as appropriate
* Assist the Associate Director of Marketing & Enrollment in the planning and execution of Marketing & Enrollment strategy & plan
* Reach a specific target of student enrolment from assigned markets

## Qualifications for hospitality marketing manager

* Ability to lead and execute integrated marketing programs effectively across multiple stakeholders
* Commitment to quality and a demand for excellence in all forms of communication
* Thorough knowledge of marketing channels including digital marketing, social marketing, email marketing
* 6-8 years marketing experience, preferably in travel or hospitality industries
* Confident, collaborative leader who is able to function effectively in a matrixed environment by successfully leading through influence
* Execute all activities to reach the enrollment target which includes undertaking High School Visits, Agent trainings, Company visits, organizing campus events, Familiarization trips, traveling in the region among others