

# Example of Cluster Marketing Manager Job Description

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Our company is growing rapidly and is looking to fill the role of cluster marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for cluster marketing manager

- Monitor local business websites and report on any new hotel developments
- Build fruitful relationships with local venues (eg Barbican Centre, More London, the O2) and local Chambers of Commerce, reviewing event listings and including links to websites to advertise our bedroom rates
- Work on the annual calendar for Business Design Centre shows that represent the best opportunities for Hilton London Angel Islington, and look at marketing opportunities with organizers to promote room rates/outlets
- Work with the London regional marketing/eCom/Brand teams to ensure that the physical appearance of the hotel is as per Hilton brand standards, supported as appropriate by collateral
- To ensure strict compliance to Hilton Hotels brand standards in all artwork/graphic design/logos
- To manage all aspects of print production, receipt and distribution with effective use of flyers, e-marketing, and all other forms of communication
- To proof-read and vet all written materials for external customer use, ensuring a high quality is achieved, before submitting to DBD for final approval
- Oversee the consistency of all hotel communication tools in terms of design, copy, color and adherence to Hilton Hotels brand standards
- Submit weekly report to DBD & GMs summarizing activities carried out
- Develop and maintain good working relationships with various levels of Hilton's personnel including corporate and regional marketing, corporate

## Qualifications for cluster marketing manager

- Set up and execute roadmaps for the introduction of new products or updates and the phasing-out of existing products in such a way that an optimal product portfolio is available
- On the market in time and with low costs of stock
- Define the marketing communication plan and budget and make sure that the MarCom deliverables, like packaging, manuals and product information, is available in the required
- To work directly with General Manager and potentially owner
- Strong understanding of current online marketing concepts, strategy and best practise
- Have a passion for coaching Hotels Marketing Team