



Example of PR / Marketing Manager Job Description

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Our company is growing rapidly and is hiring for a PR / marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for PR / marketing manager

- Building Marketing & PR strategies for the hotel, both online and offline to drive measurable growth
- Driving agency relationships for creative, media buying, print and production, delivery
- Establishing and leading the PR and Social Media communication processes ensuring that the hotel image and messages are appropriately projected, distributed and communication objectives are met
- Designing, executing and delivering world class marketing collaterals which are cutting edge, customer focused, brand fitting, efficient and effective for operational teams and needs of the businesses
- Pro-actively identifying areas that need additional support in terms of online and offline Marketing & PR activities for and from feeder markets
- Increasing retail transient bookings and prioritizing direct channels
- Ensuring that online and offline marketing activities are fully aligned and integrated
- Ensuring that content on brand.com and microsite is accurate and relevant
- Responsible for the creation of on-standard Electronic Direct Mail (eDM), its publishing its tracking
- Staying informed and aware of what is happening within the online community and adapting strategy accordingly to different markets

Qualifications for PR / marketing manager

- Skilled at identifying and leveraging new technologies to advance communication globally
- As an integral part of the marketing discipline, Communications and PR/ Marketing is a strategic function and encompasses the actions we take to influence our external and internal guests, owner, company and community-at-large
- Publicity, promotion and civic involvement are all means to accomplish the goal of enhanced hotel, brand and business perception and when aligned with marketing objectives, improved business
- The ideal candidate must have an understanding of how to develop and execute strategic media pitches
- The Communications and PR/ Marketing Manager is responsible for the planning, strategy and execution of all hotel public relations activity social media