



## BRAND MARKETING & PR MANAGER

**Department:** Sales & Marketing  
**Reporting to:** Head of Sales & Marketing  
**Reports:** Resort Communications Manager & Design & Marketing Executive (part time)

### ROLE OVERVIEW

The Brand Marketing & PR Manager is responsible for the creation, publication and distribution of content and collateral to support sales, marketing and operational activities.

The role assists in the implementation of the marketing and e-commerce strategy for the resort (Rooms, Food & Drink, Meetings & Events, Health Club, Spa and other) in order to increase the resort's revenue across all markets and segments.

In addition, the role will be the key liaison between the resort and the PR agency, media agencies and other promotional programmes as required.

### DUTIES & RESPONSIBILITIES

- CONTENT & COLLATERAL
  - Project management of print and digital campaign content production, coordinating with key stakeholders and departments, clearly articulating project scope, objectives, deadlines and contingency plans.
  - Drive effective collateral for print and digital use from concept to final product, having initiative for the written creative, design and layout decisions.
  - Produce copy as required for print and digital use.
  - Proof checking of all sales, marketing and guest-facing material.
  - Sending pages to third parties for sign-off as and when required.
  - Manage design agencies for larger projects and the in-house Design & Marketing Executive for everyday work.
  - Manage and coordinate printers and mail houses.
  - With the Resort Communications Manager, ensure all areas of the hotel are in keeping with brand guidelines.



- PUBLIC RELATIONS
  - With the PR agency, drive the effective establishment of the resort brand on the national stage.
  - Assist in the development, co-ordination and execution of all PR, marketing and communications activities, with the support of the Resort Communications Manager.
  - Liaise daily with the PR agency, media relations, advertising bodies and other promoters as required.
  - Develop partnerships with local affinity businesses to develop new products and packages, and drive local PR campaigns.
  
- SOCIAL MEDIA
  - With the Digital Marketing Manager and Design & Marketing Executive, ensure the resort brand has a strong social media presence on social networks (Facebook, Twitter, Instagram, YouTube etc), including response to comments and maximising opportunities to drive engagement with online audiences.
  - Ensure other key staff are engaged to forward potential social content for review and possible publication.
  - Ensure all staff are engaged to like and share published content.
  - Work closely with the PR agency to evaluate influencer partnerships and other opportunities to drive growth.
  
- GENERAL MARKETING
  - Assist in planning and delivery of persuasive and creative e-marketing campaigns across all available channels.
  - Actively promote the company in a professional manner, including assisting with the organising and attending of client events, networking and familiarisation visits as required.
  - Keep current with competitors, marketing trends, innovations, communication techniques and any media regulations
  
- ADMINISTRATION
  - Maintain the marketing filing in good order.
  - Maintain the image library and ensure up-to-date images are used in all print and digital media.
  - Arrange for images to be forwarded to third parties on request.
  - Source new images and organise photoshoots and video production.
  - Track marketing expenses and ensure budget restrictions are adhered to.



- MANAGEMENT:
  - Project management, clearly articulating project scope and objectives, meeting deadlines, time management and contingency planning
  - Monitor, track and operate within the agreed yearly budget
  - Keep up to date with industry trends, innovations and technology together with any media regulations to ensure we remain competitive and compliant.
  - Provide operational support with occasional Duty Manager shifts.

## PROFESSIONAL ATTRIBUTES, SKILLS & EXPERIENCE

- Establish and maintain good working relationships with other departments.
- Liaise with the other departments in a polite and efficient manner to ensure that all issues and queries are communicated and met in order to provide a seamless customer experience.
- Deal with all enquiries in a professional and courteous manner, in person and over the telephone.
- Excellent communication, interpersonal and presentation skills.
- Excellent organisational, administrative and project management skills.
- Display initiative, an eye for detail and effective research skills.
- Be a team player, resourceful, flexible and responsive in dealing with people.
- Be able to work under pressure to short deadlines.
- Hold experience in collateral production, marketing and PR, and project management.
- Computer skills with proficient use of MS Office applications.
- Knowledge of the different options for storage, filing and sending of graphic files.
- Able to keep to a schedule and meet deadlines.
- Be prepared to work additional hours in order to achieve the above.
- Experience within the hospitality industry is an advantage, but not critical.
- Proficiency in the use of InDesign, Photoshop, Illustrator and Acrobat is an advantage.

## REMUNERATION

You will receive a highly competitive salary, together with employee benefits such as meals on duty, discounted health club membership, friends & family room rates, incremental holiday entitlement, and a commitment to your ongoing development.

## HOW TO APPLY

Please send a copy of your CV and covering letter detailing your suitability for the role to James Innes Williams, Head of Sales and Marketing - [james@stmichaelsresort.com](mailto:james@stmichaelsresort.com). Please put the job role in the subject line and indicate your current salary and notice



period in your application. Due to the large number of applications normally received, regretfully we are only able to reply to candidates who have been shortlisted.