



SOUTH AUSTRALIA

Digital Marketing Executive Position Description



ROOF GARDEN
HOTEL
ADELAIDE CITY



OLD LION
APARTMENTS
NORTH ADELAIDE



MINIMA
HOTEL
NORTH ADELAIDE



TYNTE STREET
APARTMENTS
NORTH ADELAIDE



OASIS
APARTMENTS
PORT AUGUSTA

PURPOSE

- The Digital Marketing Executive is predominantly responsible for developing and managing digital marketing campaigns, overseeing the social media strategy, managing and maintaining the organisation's websites and writing and optimising content for the website and social networking accounts.

POSITION OBJECTIVES

- **DEDICATION** - To increasing and maintaining Majestic Hotels' share of the South Australian accommodation market.
- **COMMITMENT AND CONSISTENCY** – Maintain a consistent approach to ensure the highest levels of service and product are delivered through excellence.
- **ACCOUNTABILITY** – Through a disciplined approach maintain a culture of self-accountability within the team to ensure the company vision and values are achieved.
- **DISPLAYED INITIATIVE** – Ability to follow direction and tasks while recognising when attention is needed in other areas and attending to them with the appropriate level of priority.
- **COMMUNICATION** – Effective communication skills incorporating a collaborative approach including confidence, professionalism and an empathetic approach with internal and external stakeholders.
- **PROFESSIONALISM** – Consistent approach when collaborating with all levels of staff, customers and external sources.
- **TIME MANAGEMENT** - Accountability to achieve all tasks in a timely and efficient manner to ensure customer service levels are maintained at the highest level.
- **ANTICIPATORY SERVICE** – Identify and service customer's needs before they ask.
- **ACHIEVE COMPANY VISION** – Achieve our purpose to build true and lasting customer and staff loyalty.

KEY RESPONSIBILITIES

- Develop and manage digital marketing campaigns
- Oversee a social media strategy
- Manage and maintain the organisation's websites
- Write and optimise content for the websites and social networking accounts such as Facebook Twitter and Instagram
- Respond to social media comments, questions and positive reviews within 24 hours
- Update Majestic Hotels Blog fortnightly
- Maintain Revinate Marketing platform
- Track and analyse website traffic flow and provide regular internal reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
- Continually work on the Search Engine Optimisation of the websites
- Fix any errors or bugs in online content
- Create online banner adverts and oversee pay per click (PPC) ad management
- Write copy for monthly email marketing campaigns
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing

REPORTING AND COMMUNICATION

- Provide weekly activities report to the Director of Sales and Marketing and attend or dial into the weekly Sales and Marketing meeting when possible. Held every Tuesday at 8.45am.
- Communicate both positive (within 48 hours) and negative (within 24 hours) feedback received on social media channels to relevant Majestic Hotels personnel (including Director of Sales and Marketing)
- Monthly report detailing ROI and Analytics

ORGANISATIONAL RELATIONSHIPS

- Report directly to the Director of Sales and Marketing
- Working as required with:
 - Property Managers
 - Food and Beverage Team

SKILLS**Required****EXPERIENCE**

- The ability to work independently with initiative

QUALIFICATIONS

- Demonstrated experience in developing digital marketing campaigns and working with digital marketing platforms

KNOWLEDGE

- Experience in developing and implementing tactical digital marketing, social media, rich media and devising integrated marketing plans that deliver commercial results
- Identify digital marketing trends, opportunities and provide solutions based on these insights
- Understanding of Google Adwords/Analytics
- Ability to create compelling digital content for social media channels, website, blog posts and e-newsletters
- Must have strong copywriting skills
- Excellent communication skills and attention to detail
- Ability to produce on-time quality deliverables while balancing multiple priorities
- Ideally tertiary qualifications in Marketing, Tourism, Digital Marketing or Communications
- Experience or a qualification in graphic design would be highly regarded

Highly desirable

- Prior experience within the Tourism and Hospitality Industry or a sound knowledge of the Tourism and Hospitality Industry including distribution channels and markets
- A good understanding of how a hotel operates
- Solid grasp on the importance of balancing yield and occupancy
- A genuine “hunger” to convert business
- Able to relate to people at all levels
- Reliable, honest and company focussed
- Warm, friendly and approachable
- Proactive and goal focused
- Motivated, confident and decisive

VALUES

Demonstrate a work ethic, attitudes and values compatible with Majestic Hotels vision and values, specifically: -

- Passion for our brand, products, staff, guests and industry
- Professionalism at all times
- Commitment to quality customer service standards and values
- Respect and value of each and every team member across our group
- High level of communication skills characterised by patience, clarity and empathy at a personal, written and telephone level
- Flexibility and adaptability to handle changing work environments and the ability to support others in an environment of change
- High level of interpersonal skills
- An attitude to work within Workplace Health and Safety requirements

VISION STATEMENT

“our purpose as a company”

Majestic Hotels purpose is to build true and lasting customer & staff loyalty.

We recognise that to truly loyal customers we become the **hotels of choice** and to truly loyal staff we become the **employer of choice!**

VALUE STATEMENT

“what we stand for as a company”

Majestic Hotels values are what we believe in; they guide what we do each and every day.

Our customer values -

- CONSISTENTLY DELIVER GREAT PRODUCTS – achieve consistent focus towards maintenance & upkeep of physical product
- PROVIDE THEM THE ATTENTION THEY DESERVE – recognise them early!
- PROVIDE REGULAR ANTICIPATORY SERVICE – identify & service customers needs before they ask
- DELIVER A CONSISTENT SERVICE STANDARD – all staff + all departments + all products
- APPROACH OF CONTINUOUS IMPROVEMENT - by all staff toward product and service

Our staff values-

- PROVIDE OPPORTUNITY – to a highly diverse range of the community, with varying skill levels, respecting those choosing to earn a secure income, as well as those who in addition wish to build a career
- EMPOWERMENT + ACCOUNTABILITY + COLLABORATION – an environment where not only the most senior make decisions; where we all accept responsibility for our individual performance whilst working collectively as a true team
- RESPECT + VALUE – display genuine respect for each other, truly valuing each and every team members contribution no matter the role
- PROFESSIONALISM – conducting ourselves in a professional manner at all times
- DEVELOPMENT – provide clear direction on purpose & function, deliver adequate training, conduct regular appraisals, provide recognition when due & display continuous support

PEOPLE ARE OUR BUSINESS – OUR SUCCESS DEPENDS ON THEM!

I have read and understood the requirements of the role as outlined in this position description.

Employee Name

Employee Signature

Date