

THE FULLERTON

HOTELS AND RESORTS

Digital Marketing Manager

The Fullerton Hotel Sydney - Australia

JOB RESPONSIBILITIES

- Create social media content calendars, including selection of photography and videography through to copy-writing
- Copywriting across all marketing channels including social media, website and EDMs
- Ownership of all website updates
- Audit and improve social and website content monthly, in accordance with best practices
- Regularly track, report and review performance across website and digital advertising
- Support and management of relationships with external agencies and parties
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

JOB REQUIREMENTS

- Excellent communication skills including creative copy-writing
- Experience using a CMS and analytics tools
- Strong interest in digital marketing and social media
- Experience creating EDMs as a marketing tool for direct customer communications
- Data driven with exceptional attention to detail
- Exceptional time management skills, effectively managing multiple projects and bringing flexibility to shifting deadlines and project requirements
- A self-motivator, with the ability to work independently as well as part of a team
- Hospitality or luxury brand experience desired though not essential

To apply for the above position, please send your full resume to fsy.talent@fullertonhotels.com.