

THE FULLERTON

HOTELS AND RESORTS

Director of Marketing Communications

The Fullerton Hotels and Resorts

JOB RESPONSIBILITIES

- Develop marketing communications strategy and guidelines for the various properties under The Fullerton Heritage to achieve a strong, integrated brand identity to advance the group and company's vision and goals.
- Keep abreast of changes in market/business trends and situations, and be proactive and resourceful in the analysis of such emerging trends and changing guest needs/preferences in terms of accommodations, services and facilities.
- Create and manage brand delivery and consistency across the various properties while providing new and compelling opportunities for brand communications.
- Proactively attain the desired positioning of the hotels and various properties in local and international print media, and contribute to the attainment of the revenue goals and ultimately, the profitability obligations to our Owner, through astute management of the entire Marketing Communications function.
- Strategise and drive digital media plans to build online communities and advocates on various social media platforms.
- Negotiate with publishers on the annual print and digital advertising plan based on an annual budget that targets local and international guests.
- Ensure the effective communication and the successful execution of the Communications Plan, by developing a schedule of mailings of Hotel updates, press releases, promotions as well as newsworthy events taking place in and around the Hotel, to the appropriate media contacts.
- Attain the desired positioning of the Hotel in the local and international print and broadcast media from a communications perspective.
- Drive the Hotel's messaging and branding strategy in consultation with the General Manager and the Executive Committee.
- Work in tandem with the appointed advertising and/or public relations and social media management agencies, and develop a media strategy and communications plan for each of the markets that they represent, including Singapore.
- Serve as the primary contact for the Hotel's appointed advertising and/or public relations agencies.
- Review and assess the agencies' performance and contributions on a quarterly basis.
- Propose and recommend remedial action for communications activities that have not met the Hotel's deadlines and standards.
- Direct the Hotel's marketing and client communications programmes including public relations, media relations, copywriting, graphic design, collateral materials, direct mail, website content, social media engagement, partnerships and corporate identity programmes.
- Develop and maintain a current and updated database of media contacts in Singapore and key geographical markets in Europe, North America, Asia Pacific, etc.

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- Cultivate and enhance existing relationships with key media contacts locally and regionally.
- Manage schedule of invitations to the Hotel to sample the array of accommodations, food and beverage choices, wedding showcases, food promotions and special events, with an intent to create top-of-mind recall of the Hotel, locally and overseas.
- Host appropriate site visits and food and beverage events. Follow through with post-visit communication to the participants.
- Review and update the Corporate Identity and Crisis Communications Manual, as and when required.
- Develop a communications strategy and procedures to effectively manage a crisis within the Hotel, in the unlikely event such a situation should arise.
- Outline two sets of guidelines, one for internal communication and the other for the public and press and, communicate these to clearly to all EXCO and department heads A & B.
- Review guest responses to feedback on guest review platforms to ensure brand reputation is consistently upheld.
- Drive compliance of PDPA guidelines with key department stakeholders.
- Conceptualise, design and produce all the Hotel's related e-marketing and printed materials.
- Supervise the Hotel's graphic design needs, including coordination with external designers and agencies.
- Provide regular updates to the Management of the Hotel as well as Sales & Marketing Department, of developments in the market, tourism and hotel industry.
- Maintain and update a media clippings file and highlight these for internal circulation or communicate these at the EXCO or Operations meetings.
- Drive the ESG framework of initiatives that include CSR and Sustainability activities in tandem with Sino Group's Sustainability Vision 2030, SHA Hotel Sustainability Roadmap and Singapore Green Plan 2030.
- Promote local art events and activities within the precinct.
- Ensure a working environment which is conducive to the development and motivation of a qualified, productive Marketing Communications team.
- Motivate and inspire the Marketing Communications team with authoritative and exemplary leadership, grooming and developing these individuals in their professional careers.
- Monitor and supervise the day-to-day activities of the Marketing Communications team, ensuring their compliance with performance goals and quality standards set by the Hotel.
- Recommend remedial action for those individuals who consistently have fallen short of these standards. Offer counsel and guidance when required.
- Develop and implement a system of periodic reviews and assessment of the performance of the individuals in the Marketing Communications team.
- Undertake any other tasks that may be assigned from time to time.
- Supervise and coordinate the activities and work of the Senior Corporate Communications Manager, Marketing Communications Manager, Assistant Marketing Communications Managers, Marketing Communications Executive and Graphic Designer.

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JOB REQUIREMENTS

- Degree in Mass Communication and/or related discipline with a minimum of 8-10 years in senior managerial capacity.
- Strong leadership and people skills
- Strong presentation, written, verbal and digital communication skills
- Strong collaborative and influencing skills
- Resourceful and creative
- Excellent media networking base and social skills both locally and regionally
- Strong analytical and decision making skills
- Organised and able to multi-task in a fast-paced environment
- Meticulous, with an eye for details

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