



SERENA HOTELS

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Serena Hotels is a collection of 5 Star hotels, Resorts, Safari Lodges and Camps in Africa. We are renowned for our presence in magical locations and have the highest reputation for standards and service. We at Serena Hotels recognize that human resources are our most important asset, and significant resources are allocated annually towards staff development.

We are currently seeking applications from qualified persons to fill the position of **Marketing Executive**

Overall, Job Purpose: -

The Marketing Executive will assist the Regional Marketing Director in running the day-to-day marketing management, creative agency coordination, partnerships, and ensure seamless planning and operational execution of marketing and brand management efforts for brand Serena. He/she will also undertake the B2C and B2B facing Marketing, communications and branding executions in Kampala Serena & Lake Victoria Serena, making Serena a powerhouse hospitality brand in Uganda.

Reporting to the GM and the Regional Marketing Director, responsibilities and essential job functions include but are not limited to the following:

Main Duties:

- Developing B2B and B2C marketing campaigns and promotional strategies based on product features and target markets
- Networking to understand B2B partners' insights, create new opportunities, tailor new B2B products and facilitate the work of our sales team.
- Coordinating with advertising agencies to ensure that all materials are meeting hotel standards per the brand guideline
- Managing the hotel's relationship with B2B clients, partners and sharing brand communications to the different chambers of commerce weekly
- Monitoring competition and industry trends to identify opportunities for brand growth and Golf partnerships
- Assist the Regional Marketing Director to prepare, print B2B and B2C giveaways and press kits during press conferences within the country/region
- Activate B2C digital and social media Instagram and Facebook and will co-build the calendar and content with the Regional Digital Marketing Executive.
- Assist the Regional Marketing Director in coordinating logistics for B2C, PR, advertising, digital communications, Influencer and partnership management.



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- Draft briefs to the creative and advertising agencies and content creators for execution-output to be approved by GM and RMD.
- Execute the quarterly actions of the brand strategy covering MICE, Rooms, F&B, Maisha Spa and Golfing activities
- Develop the monthly report and KPI analysis of all brands, PR and advertising campaigns and measure impact.
- Report to the GM and Regional Marketing Director, on campaign KPIs, and monthly reporting of executions to review impact.
- Brand Management: Be responsible for ensuring that the brand guidelines are strictly observed in the design and production of brand, marketing and PR collateral with the hotel logo. Ensure hotel signage, housekeeping collateral, restaurant menus, banners, and other key collateral are up to date.
- Crisis communication: Ensure that all PR/Guest experience/Communication on ground are reported to the regional office copying the RDM within 24 hours, from whichever channel they emanate-a guest review, a social media comment, email complaint, reservations, etc.
- Photography/Videography: Take lead in identifying local, competent hotel photographers and videographers within your country and sharing a shortlist of the portfolio for review and approval by the RDM. Oversee shoots for website content, social media content and general content Bank-Product photography, architecture, evergreen social media content.
- Digital-Ensure pages like TripAdvisor, google my business, pages are up to date in conjunction with the Regional Support Office KPIs. Record evergreen video content for F&B, internal events, in-house using the marketing phone-reels, clips, stills.
- Maintain the local media database along with the Regional Support Office of the Marketing Director
- Share monthly press clippings -newspapers, digital PR, TV, Videos and Radio interviews with Regional Marketing Director
- Ensure all Marketing SOPs shared by the Regional Marketing Director are complied with, by getting approvals for any publications, internal communications, external communications, press releases, magazine adverts, billboards, radio ads, photography, content creation, marketing and brand partnerships before fighting.
- Ensuring regional and local marketing efforts/plans/initiatives are budgeted for to accommodate all promotion for the whole year. E.g. Festive, Valentines, Mother's Day, Easter, Iftar/Idd, Diwali etc.
- Oversee the branding and membership growth of prestige through cross selling, growth of new members.



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Education and Professional qualifications:

- Preferably an advertising agency professional with 2-3 years of marketing experience.
- A university degree in Marketing, Journalism or Communications.
- A creative, passionate self-starter with ability to multitask
- Great time and project management skills
- A skillful and confident communicator, written, oral and presentation skills
- Hospitality marketing experience is a plus, but not a deal breaker.
- Amiable personality and able to form collaborations with cross-functional teams.

Application:

Applications accompanied with detailed CV and copies of relevant certificates should be sent to vacancy.kampala@serenahotels.com using the address below by 10th December 2024.

**The Human Resources Manager,
Kampala Serena Hotel,
P.O Box 7814, Kampala.**