

THE FULLERTON

HOTELS AND RESORTS

Digital Marketing Executive

The Fullerton Hotel Sydney

JOB RESPONSIBILITIES

- Develop and implement digital marketing strategies that deliver on campaign objectives
- 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)
- Regularly review, update and optimise website content, including creating new products, updating pricing and imagery

JOB REQUIREMENTS

- Excellent communication skills
- Experience using a CMS and analytics tools
- Strong interest in digital marketing and social media
- 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, proactive with the ability to work independently as well as part of a team
- Experience with Shopify
- 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