



SERENA BEACH
RESORT & SPA

KENYA

Job Title:

Marketing & Digital Executive

Reporting line:

General Manager and Regional Marketing Director

Directly Supervises:

None

Liaises with:

All the departments, Regional marketing team

Job Purpose

The Marketing Executive will assist the General Manager and 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 Serena Beach Resort and Spa a powerhouse hospitality destination in Mombasa.

KEY RESPONSIBILITIES

- Executing B2B and B2C marketing campaigns and promotional strategies based on the Group Marketing Strategy for resorts.
- Networking to understand B2B partners' insights, create new opportunities, tailor new B2B and B2C products and facilitate the work of our sales team.
- Coordinating with advertising/graphic designers to ensure that all materials are meeting hotel standards per the brand guideline
- Managing the hotel's relationship with B2C clients, partners and sharing brand communications to the different chambers of commerce or corporate societies.
- Monitoring competition and industry trends to identify opportunities for brand growth and partnerships.
- Activate B2C digital and social media Instagram, Facebook and co-build the calendar and content with the F&B, Rooms and Spa for promotions.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Marketing, Communication, Journalism or related field



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- Minimum 2 years' experience as a Marketing Executive in an Advertising Agency. Experience in Hospitality is a plus

SKILLS AND PERSONAL ATTRIBUTES

- Truly passionate about content creation and social media story telling
- Strong written and verbal communication skills, with an eye for detail
- Proficiency in social media platforms and content management systems
- Familiarity with analytics tools to measure content and campaign performance.
- Ability to work independently, manage multiple projects simultaneously, and meet deadlines.
- A passion for hospitality and a keen understanding of the luxury hotel market

Interested applicants who meet the above criteria are invited to submit their application including an updated CV to: ***Jobvacancy.kenya@serenahotels.com***, on or before ***12th September 2026***.