



SERENA HOTELS

SAFARI LODGES AND CAMPS
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Job Title: Marketing Executive

Unit: Polana Serena Hotel

Position Reports to: Regional Marketing Director and GM

Experience Level: Mid-Level Management

F. CITY HOTEL: MOZAMBIQUE, PSH

The Marketing Manager 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 PSH making Serena a powerhouse hospitality brand in Mozambique.

Summary of Responsibilities:

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

- Developing B2B and B2C marketing campaigns and promotional strategies based on product features and target markets in the city hotels
- Networking to understand B2B partners insights, create new opportunities, tailor new B2B products and facilitate the work of our sales team.
- Coordinating with advertising/creative 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 or corporate societies weekly
- Monitoring competition and industry trends to identify opportunities for brand growth and 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.



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- Assist the Regional Marketing Director in coordinating logistics for B2C, PR, advertising, digital communications, Influencer and partnership management.
- 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, Domestic and International Leisure and Maisha Spa 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: 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 SOPs. 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 flighting.



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- 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 and any local key holidays in Mozambique etc.
- Oversee the branding and membership growth of prestige through cross selling, growth of new members.

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 dealbreaker.
- Amiable personality and able to form collaborations with cross-functional teams.

Send your application to hr.polana@serenahotels.com

The deadline for application is Friday, 29th November 2024.