

Turkey Jobs Expertini®

Marketing & Communications Manager

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Company: Hilton Hotels & Resorts

Location: Şişli

Category: other-general

Description

A Marketing & Communications Manager will develop and implement the marketing plan and activities for **Adana HiltonSA & Mersin HiltonSA & Ankara HiltonSA** to increase brand awareness, communicate promotions to all relevant target markets and address hotels business needs. **Position will be based in İstanbul.**

What will I be doing?

As Marketing & Communications Manager, you will develop and implement the marketing and PR plan and activities for Adana HiltonSA & Mersin HiltonSA & Ankara HiltonSA to increase brand awareness, communicate promotions to all relevant target markets and address hotels business needs. Specifically, a Marketing & Communications Manager will perform the following tasks to the highest standards:

Develop, proactively manage and implement the annual cluster PR plan to include media relations, social media, internal communications, eCommerce, brand recognition and loyalty marketing within budget guidelines

Identify PR opportunities using competitive environment analysis, topical news and consumer trends

Manage the roll out of marketing & communications initiatives to support the hotel in meeting their targets, also by leveraging key function activity with regional marketing,

corporate communications, e-commerce, marketing operations, strategic partnerships and Hilton Honors

Manage all internal communications initiatives and strategies to include developing stories, filming, responding to requests quickly, sharing information with key stakeholders and ensuring all written work is accurate, professional and brand compliant

Manage the roll out of PR initiatives to support the hotels in meeting their revenue targets, also by leveraging key function activity with regional marketing, regional communications, eCommerce, marketing operations, strategic partnerships and Hilton Honors and third party distribution

Recognise and execute PR opportunities for the loyalty program Hilton Honors as well as other incentive programmes on hotel level

Respond to customer postings as appropriate tackling any customer complaints/issues and seeking to 'engage' with customers at all opportunities using relevant tools/techniques

Develop and maintain good working relationships with various levels of Hilton's personnel including corporate and regional marketing and communications teams, corporate brand, eCommerce, loyalty and partnerships teams

What are we looking for?

A Marketing & Communications Manager serving Hilton brands is always working on behalf of our Guests and working with other Team Members. To successfully fill this role, you should maintain the attitude, behaviours, skills, and values that follow:

5+ year Marketing & Communications experience

Experience of developing, creating and managing promotional campaigns and PR activities with associated costs and working to budget restraints

Complete understanding of key functions relating to Cluster PR strategies and initiatives whilst managing multiple work streams

College Degree in Marketing, Communications, Public Relations or Hotel Management

Experience of managing and motivating a team along with evidence of driving successful

team results

Proven knowledge of creating, leading and managing fundamental and complex projects to tight deadlines

Experience in developing and implementing effective and realistic PR plans and strategies, including budget evaluation, extensive communication written work, management and reporting

Outstanding communication skills in all areas of writing, listening and speaking English. High proficiency of native language dependant on location of role Communicates key information effectively to all levels of management using a variety of communication tools

Proficiency in Microsoft Office applications, budget management, project and time management

Able to think analytically, critically and strategically when faced with unique opportunities and/or challenges, prioritising and identifying productive solutions

Demonstrates a sound understanding of commercial awareness and has the ability to influence others in key situations whilst maintaining positive relationships

Executes calculated risks with pre-determined successful outcome

Able to relate to the PR and communications world and adapt to changing priorities quickly and with ease

An accomplished leader offering excellent judgement, time management and decision making skills

Outstanding listening and writing skills, has the skills to enthuse and excite others and the talent to convey information with key internal and external stakeholders effectively

Strong persuasive and influencing skills coupled with compassion and understanding in reaching best possible conclusion for the benefit of the company

Friendly demeanour, positive, enthusiastic and delivers strong customer focused work ethic

Excellent problem solving and decision making skills who can work autonomously whilst

keeping all parties informed

Creatively minded and has a desire to work in marketing and PR for the hospitality industry

Demonstrated self-starter with excellent attention to detail

High energy and the ability to motivate and manage a team - leading by example

Resourcefulness, customer focused and results oriented

Good understanding of Hilton, its core values and management structure

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