

morgans

C A R E E R S

HEAD OF MARKETING

We are looking to recruit a full time Head of Marketing to join the senior management team at The Morgans Collection

The successful applicant will work within the 'Senior Management team and will report to the Hotel Manager. You will work closely with the team to improve awareness of the brands as well as create innovative and relevant marketing campaigns, taking a proactive approach to marketing strategy both in the short & long term to ensure the business's success.

You will need to work well within a team while being confident, personable, adaptable, and approachable. You will need to have a passion for the role and show a desire to grow within the group. It is imperative that you have a flexible approach to work and be willing to turn your hand to different tasks throughout the day.

Duties and responsibilities will include

- Optimisation through enhanced content, keywords, local language translation, advertising campaigns etc.
- Identify target market and understand trends and patterns
- Production of marketing materials and literature
- Create promotions and campaigns with a SMART approach and ensure to evaluate all outcomes
- Daily analysis and updates of social media pages ensuring our offering is current, on brand and meet the needs of audience. This will include ad management
- Social Media and Client Management and analysis
- Independently and as part of a team, be able to produce a marketing campaign or promotion with SMART action plans
- Develop, feedback, and implement innovative ideas and concepts for The Morgans Collection
- Plan and implement meetings with individuals and teams to ensure the marketing team is informed and sharing accurate and up to date information

The ideal candidate will have exposure to creating copy, being involved in design as well as having a keen eye for detail.

What do I need to be successful in this role?

- Marketing Degree or similar qualification within Marketing
- Creative ideas and knowledge
- You would have managed social media accounts, including Facebook, Twitter, Instagram, and LinkedIn
- Excellent communication skills - verbal and written
- Excellent spelling, punctuation, and grammar
- Excellent organisation skills, methodical with the ability to prioritise tasks
- Excellent customer service skills with ability to build strong working relationships with both internal & external customers
- Good numeracy and analytical skills
- An enthusiastic attitude to work
- Flexibility – the business is a 24/7 365-day operation
- The ability to work as a team but also independently
- Hospitality and tourism knowledge with previous experience within a marketing role

If you believe that you possess the skills and abilities to undertake this role please forward your CV to recruitment@swansea.com for consideration.

