



## **Job Description**

### **Position: Digital Marketing and Social Media Manager**

Position Title: Digital Marketing and Social Media Manager

Reports To: Director of Marketing & Commerce

Job Level: Middle Management

Department: Sales & Marketing

Hotel: Mandarin Oriental, New York

Contact: Pamela Feick

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### **Mandarin Oriental Hotel Group**

The award-winning owner and operator of some of the most luxurious hotels, resorts and residences located in prime destinations around the world.

Increasingly recognized for creating some of the world's most sought-after properties, the Group provides 21st century luxury with oriental charm. Above all, Mandarin Oriental is renowned for creating unique hotels through distinctive design and a strong sense of place, luxury hotels right for their time and place.

The Group regularly receives international recognition and awards for quality management and legendary service hospitality.

### **The Hotel**

Mandarin Oriental, New York is the Group's flagship property in The Americas operated by Mandarin Oriental Hotel Management USA.

### **Scope of Position**

The ideal candidate will have experience managing a large social presence along with an enthusiasm for connecting and engaging with our audience. This position will create and implement social media and digital strategy that drives global audience development in website traffic and social media channels.

### **Duties and Responsibilities**

- Manage and monitor the Hotels social media channels including developing posts, visuals, messaging, and calendar management

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- Plan and oversee all photography and videography sessions for the hotel to ensure the right assets are in place for media, digital, and collateral use
- Direct and shoot content with an elevated aesthetic
- Leverage all aspects of paid digital marketing (search, display, video, social) and coordinate with MOHG to optimize the digital consumer decision journeys
- Work with MOHG digital marketing team to identify and execute paid social media campaigns to engage both global staying guests and local audiences for The Spa at Mandarin Oriental, Events, and F&B outlets
- Demonstrated, hands-on experience in analytics platforms and tools
- Proficient in Adobe Analytics Experience with tag managers/CDPs like Adobe Tag Manager
- Manage digital advertising budgets, ensuring campaigns are executed on time, within budget, and achieve objectives
- Contribute to the commerce strategy and collaborate with MarCom Manager & DOSM to ensure 360-degree communication approach.
- Coordinate billing, bidding and POs associated Digital Marketing and Social Media marketing activities

#### Requirement on Core Competencies

##### 1. *Delighting our Clients*

- Aware and sensitive to the concept of luxury and quality
- Responsive and genuine with guests and colleagues
- Incorporates customer information as part of the overall strategy
- Understands the value of colleagues, customers and the profit chain
- Confident with guest interactions

##### 2. *Working with Colleagues*

- Communicates a compelling vision
- Inspires cooperation and commitment
- Possesses excellent written and verbal skills
- Is culturally sensitive
- Negotiates effectively
- Effectively understands and uses resources

##### 3. *Promoting a Climate of Enthusiasm*

- Has energy and drive
- Has a sense of urgency
- Communicates clearly and persuasively
- Is open to feedback and learning

##### 4. *Being the Best*

- Is achievement and goal-oriented
- Has a positive impact and influence
- Uses financial and analytical framework effectively
- Generates innovative ideas

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- Builds long-term loyalty
  - Is able to communicate alternative and positive solutions to problems
  - Is adaptable and suitable to change
  - Seeks continuous improvement opportunities
5. *Delivering Shareholder Value*
- Understands and knows the business market
  - Clearly understands the operations of a luxury hotel
6. *Playing by the Rules*
- Sets example for all to follow and not be the exception to the rules
  - Accepts responsibility for compliance with rules and regulations
  - Operates ethically
  - Has a high level of personal integrity
  - Understands and uses performance management
  - Balances needs of guests and colleagues
7. *Acting with Responsibility*
- Establishes accountability for self and others
  - Can identify core issues and problems
  - Accepts feedback
  - Is emotionally stable and mature
  - Manages responsibilities
  - Balances intuition and good business sense
  - Takes and manages risk and change

### Requirements

#### *Mandatory*

- Excellent communications skills – written and verbal in English
- Excellent organizational skills and the ability to multi-task and prioritize accordingly
- Must hold an undergraduate degree or equivalent in a relevant field – communications, public relations, or marketing
- Excellent computer skills in Microsoft Office, including by not limited to Word, Excel, PowerPoint and ability to quickly learn new software or hardware
- Experience managing social media platforms, including Facebook, Instagram and Twitter, amongst others
- Proficient in Facebook Ads Manager, with an understanding of the Facebook Ads platform (targeting, bidding, optimizations, etc.)
- Experience in LinkedIn, Taboola/Outbrain ad platforms are a plus

#### *Desirable*

- Minimum two years' experience managing digital marketing and social media platforms
- Previous on property hotel experience



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