

Job Description:
Marketing Manager, Guest Loyalty



Title:	Marketing Manager, Guest Loyalty
Classification:	Exempt
Hours/Travel:	Core hours set by the office/travel as needed
Reports to:	Director, Gift Card & Loyalty
Location:	New York
Date:	October 2017

SUMMARY:

The Marketing Manager, Guest Loyalty is responsible for, but not limited to, coordinating the launch, all related marketing, and ongoing management for a new guest recognition and engagement program. This position will manage various components of the program, including implementation, administration, reporting and marketing. The Marketing Manager, Guest Loyalty will assist the Director, Gift Card & Loyalty in working with a cross-functional steering committee to ensure on-time launch and ongoing program optimization.

This position is also responsible for collaborating with internal and external resources to develop and execute the program's multi-channel marketing campaign. Cross-collaboration will be necessary with various departments including Marketing & Communications, Operations, Finance, IT, as well as hotels, and necessary consultants and vendors.

ESSENTIAL FUNCTIONS:

PRELAUNCH RESPONSIBILITIES

- Assist with steering committee calls including agendas, notes, recaps, etc.
- Work closely with consultant on Microsoft Project Plan to ensure on-time launch
- Work with Operations team to prepare training materials
- Identify reporting needs
- Liaise with internal marketing colleagues to draft multi-channel marketing plan
- Oversee prelaunch marketing checklist
- Compile copywriting needs and ensure consistent tone of voice across channels

ONGOING RESPONSIBILITIES

- Manage program expenses
- Draft papers and presentations as necessary
- Setup and conduct consumer research to evaluate member response with third-party vendor
- Update existing group-wide reports and develop custom reports to monitor key program metrics
- Report on program marketing activities and performance
- Present strategies to growth the program to drive results
- Evolve the business model as the program matures
- Conduct data-driven analyses to continuously track program performance
- Communicate program progress and milestones with stakeholders

COMPETENCIES:

- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Excellent written and oral English skills

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- Strong communication skills
- Strong project-management skills with attention to detail
- Can-do attitude with capacity to think outside the box
- Loyalty program experience preferred
- Hospitality industry experience preferred
- Microsoft Project proficiency and advanced Excel skills preferred

SUPERVISORY RESPONSIBILITIES:

- None

EDUCATION AND EXPERIENCE:

- Bachelor's degree
- 5+ years experience
- Loyalty program experience preferred
- Hospitality experience preferred

WORK ENVIRONMENT, PHYSICAL/VISUAL ACUITY REQUIREMENTS:

- This position is not substantially exposed to adverse environmental conditions; this is a typical office/administrative position.
- This position requires close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading.

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PHYSICAL ACTIVITY (CONSTANTLY, FREQUENTLY, OCCASIONALLY, RARE):

Physical Activity	Frequency
Climbing	Rare
Balancing	Rare
Stooping	Occasionally
Kneeling	Occasionally
Crouching	Occasionally
Crawling	Rare
Reaching	Occasionally
Standing	Frequently
Walking	Frequently

Physical Activity	Frequency
Pushing	Occasionally
Pulling	Occasionally
Lifting	Occasionally
Fingering	Constantly
Grasping	Occasionally
Feeling	Occasionally
Talking	Constantly
Hearing	Constantly
Repetitive Motion	Constantly

OTHER DUTIES:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

SIGNATURES:

The colleague signature below constitutes the colleague's understanding of the requirements, essential functions and duties of the position.

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Colleague signature	Print Name	Date

Supervisor Signature	Print Name	Title	Date

Equal Employer Opportunity statement:

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Mandarin Oriental Hotel Group expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Mandarin Oriental Hotel Group's colleagues to perform their job duties may result in discipline up to and including discharge.