

**Job Description:**  
**Director of Marketing & Commerce**



<b>Classification:</b>	Salary Exempt
<b>Position type:</b>	Management
<b>Hours/Travel:</b>	Core hours as set by the office/travel as needed
<b>Reports to:</b>	General Manager
<b>Location:</b>	Miami or New York
<b>Date:</b>	August 2017

**SUMMARY:**

- Responsible for the development, implementation, execution and budget control of the hotel's annual marketing, communications and commercial strategy.
- Oversee all matters relating to marketing and communications including media relations, digital marketing, consumer relationship management, social media, advertising, brand identity and collateral production as well as all other marketing activities for the hotel to ensure fully integrated campaigns.
- In alignment with the director of revenue strategy, sets the hotel's strategic business direction by balancing financial objectives, managing the sales segments and guiding the commercial strategies of the hotel.
- Works with the General Manager and Director of Revenue Strategy to develop and implement the hotel's commercial (sales/selling) strategy to maximize hotel revenues, market share performance and profits.
- Oversees the sales department of the hotel and is responsible for the guidance and development of the entire team in the sales department, property-based or deployed.

**ESSENTIAL FUNCTIONS:**

**Budget**

- Together with the Director of Revenue Strategy, prepares the hotel's annual budget and develops, implements and adapts the Annual Marketing Plan as market conditions fluctuate.
- Responsible for annual expenditure for all sales and marketing activities and control of the budgeted expenditure by a monthly forecast.

**Overall Strategy**

- Develops the marketing and commercial strategies for the hotel and ensures the strategies conform to MOHG's brand philosophies, guidelines and initiatives at all times.
- Determines sales strategies and leads efforts to coordinate these strategies between Regional Sales Offices, Marketing & Communications Teams and on-property Leadership.
- Ensures that commercial strategies are aligned with Revenue Management and communicated to Sales, Marketing and hotel leaders, and are implemented and modified as market conditions fluctuate.

**Revenue, Distribution & Reservations**

- With the Director of Revenue Strategy, evaluates effectiveness of property participation in channels and determines proper spend deployment in these segments and channels.
- Maintains continual awareness of current and future competitors, for example but not limited to, product, published offers/pricing, renovation plans, inventory, etc.
- With Director of Revenue Strategy, reviews and finalizes weekly/monthly forecasts.
- Participates in forecast and long range meetings with key hotel leaders.
- Assists in implementation and continual improvement of definite group forecasting process.
- From a sales and third party contracting perspective, responsible for hotel's positioning in the

various distribution channels, information accuracy and competitor positioning, including but not limited to, conducting online shops.

**Sales**

- Determines strategic and appropriate deployment of Sales Team.
- Establishes priorities and sales goals for the Sales Team.
- Strategically targets accounts, both transient and group, to grow business.
- Ensures all Sales contracts are in line with MOHG's Distribution guidelines.
- Leads and motivates the Sales Team and holds them accountable.
- Evaluates monthly transient segmentation production with the Sales Team.
- Conducts monthly account reviews with Sales Team.
- Conducts weekly sales meetings with Sales Team.

**Brand Identity**

- Oversee the creation and management of the brand identity for the hotel and all its outlets, in strict adherence with MOHG CID guidelines.
- Oversee the production of all brand identity materials, collateral and the development of promotional materials.

**Advertising**

- Oversee budget reconciliation of MOHG International Advertising Campaign (IAC).
- Oversee all phases from planning to briefing and implementation of the hotel's annual advertising plan; coordinate with MOHG advertising department on all matters related to creative and media planning.
- Ensure adherence to MOHG guidelines for all advertising.

**Public Relations**

- Acts as brand ambassador and hotel spokesperson where appropriate and in counsel with MOHG Corporate Communications team if crisis communications are required.
- Oversee PR strategy for the hotel to ensure positioning as one of the top hotels in the destination in the local, national and international media.
- Implement tactical media relations activity in line with hotel's business needs and objectives.
- Ensure strong working relationship with MOHG's international PR network and MOHG Corporate Communications Team for maximum reach of initiatives.
- Ensure hotel receives regular exposure in local and international media through print, online, radio and television through proactive and reactive PR actions.
- Budget for and oversee all photography and videography requirements according to MOHG guidelines.

**Social Media**

- Oversee the development of a comprehensive social media channel strategy.
- Ensure adherence to MOHG social media guidelines.
- Work with global digital marketing team to identify and execute paid social media campaigns to engage both global staying guests and local audiences for F&B and Spa.

**Customer Relationship Management**

- Maintain frequent contact with the hotel's guests and clients through direct marketing activities.
- Develop an overall annual direct marketing plan.
- Establish, maintain and expand the hotel's database.

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- Develop strategic brand partnerships with relevant brands in the luxury, lifestyle and arts and cultural world.
- Oversee consumer events as required.

**Digital Marketing / E-Commerce**

- Ensure up-to-date, brand-appropriate web site copy, photography, videography and all marketing assets for the hotel. Liaise with appropriate corporate and property colleagues to update the hotel site regularly.
- Oversee web traffic analysis to create and execute a successful digital marketing strategy.
- Liaise with global digital marketing team to coordinate PPC, meta search and email marketing campaigns to increase direct digital bookings to the hotel.
- Provide local expertise about hotel seasonality, forthcoming events, local attractions and competitor activity in order to optimize return on paid search marketing.
- Appoint a primary digital and ecommerce contact for the hotel to work with the global digital team to facilitate testing for new digital capabilities through structured testing and feedback tools.

**Budget Control**

- To prepare annual expenditure proposal for all marketing and communications activities.
- To forecast and allocate the approved budget as per ongoing activities on a monthly basis.
- To control all expenditure to be in line with hotel's business activities.

**General Duties**

- Travel periodically to the hotel as appropriate to attend internal and external events and meetings.
- Attend MOHG's annual PR roadshow events as outlined in the hotel's marketing plan.
- Perform any other reasonable duties as required by the management from time to time.

**COMPETENCIES:**

- Ensures hotel's third party contract negotiations conform to MOHG's Revenue & Distribution Management guidelines.
- Ensures hotel's commercial strategies conform to MOHG brand philosophies and goals.
- Strategic approach towards maximizing revenue through use of historical data and analysis of the marketplace and demand generators, either geographically or special event related.
- Able to create objectives and make strategic decisions and recommendations based on facts, market trends and experience/knowledge.
- Effectively develop, implement, monitor and control sales strategies and goals.
- Analytical approach to problem solving utilizing data to make conclusions.
- Comprehension of all transient segments, their respective sales processes, markets, demands, sales deployment, client development and goal setting process.
- Comprehension of group sales processes and group sales demands.
- Comprehension of the reservation sales processes for MOHG.
- Able to train, manage and develop all direct reports to ensure successful execution of sales efforts; able to develop and deliver training to executives and other colleagues.
- Strong leadership skills. Must be able to lead a team deployed in multiple geographic locations.
- Effective time management, communication and professional presentation skills.
- Ability to multi-task and balance the priorities of the position.
- Must be able to travel to property as required.

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**SUPERVISORY RESPONSIBILITIES:**

- Director of Sales
- Sales Manager

**EDUCATION AND EXPERIENCE:**

- Must have a minimum of 10 years Director of Sales & Marketing experience with MOHG or another hotel company; extensive knowledge off all Revenue Management related functions is mandatory.

**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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<b>Colleague signature</b>	<b>Print Name</b>	<b>Date</b>

<b>Supervisor Signature</b>	<b>Print Name</b>	<b>Title</b>	<b>Date</b>

**Equal Employer Opportunity statement:**

Mandarin Oriental Hotel Group provides equal employment opportunities (EEO) to all colleagues and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Mandarin Oriental Hotel Group complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation and training.

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.