



<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>	Global Head of Residences Marketing
<b>Location:</b>	Regional Sales Office, New York
<b>Date:</b>	May 2022

**The Company:**

[Mandarin Oriental Hotel Group](#) is 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.

**Group Residences Overview:**

Group Residences provides functional expertise, support and oversight in the development and management of all [Residences at Mandarin Oriental](#) around the globe. The Residences Marketing Manager is responsible for supporting Group Residences activities, initiatives, and development objectives.

This role interacts with the following primary stakeholders: Group Head of Residences, Head of Residences Marketing, Director of Operations, Global Communications, Data and Rooms Quality teams,

MO Corporate teams, and Owners/Developers of our Residential properties.

**Role Overview:**

Residences Marketing has three **global** primary functions:

1. Developer Marketing – Global Brand direction, support, and initiatives
2. Residences Owner Marketing programs
3. Residences Brand support for operations and Development

This role supports the overall Residences Marketing strategy, as defined by the Head of Residences Marketing, executes projects to ensure the Residences owners remain engaged, create Residences brand collaterals and supports new initiatives for Group Residences.



**Essential Functions:**

**Developer Marketing – Global Brand Direction & Support:**

In preparation for the Developer to begin the marketing and sales process, this role is responsible to:

- Maintain relationships with lead developer contacts and consultants
- Develop content for annual/bi-annual updates to the Residences Brand Communication Manual (BCM) for developers.
- Develop and maintain reference materials provided to Developers (i.e. Briefing materials, presentations, tool kits, merchandise list, image library specific to residences, Best Practices)
- Provide marketing support throughout the project lifecycle which may last from 6 months to 3years consisting of these phases:

**1. Launch**

During the Launch phase, this role assists in the review of marketing materials

**2. On-going Marketing**

During the on-going Marketing phase, this role is responsible for reviewing and editing the content and messaging including but not limited to: brochure, advertising, EDM (electronic direct mail/marketing), press releases, sales collaterals, event programs

**3. Transition from marketing to sales**

During this final stage, this role assists in the review of sales collateral of the developer as they transition to a sales strategy, where EDMs are targeted to brokers, versus a continued focus on marketing strategy

- Assist in the review of a variety of Developer Marketing Materials which may include but are not limited to:
  - Press Releases
  - Sales and Marketing Brochures
  - Direct Mail/eDMs
  - Website & Digital Marketing programmes
  - Advertising (Print/Digital/Signage)
  - Sales Center



- Sales Film
- Floor plans & Fact Sheets
- Sales script
- Event programs
- Cross Promotions and Marketing
- Social Media

**Residences Owner Marketing Engagement & Recognition Program:**

Marketing efforts to existing Residences owners is critical in providing long-term shareholder value, attracting our Residences owners to utilize hotel products and services “at home” and “away” thereby increasing revenue for both the home location and locations visited. This role has the following responsibilities:

- Support the annual marketing program and communication strategy.
- Support marketing programs to effectively engage the owners in a relevant manner consistent with the High-Net-Worth Individuals lifestyle and in keeping with Mandarin Oriental’s luxury and legendary service positioning
- On-going improvement of “Residences Elite” (Owner Recognition Program)
- Monitor “Home benefits” and outreach to Marketing/Communication teams Residences Operations, local Residences Director, and Hotel Director of

**Sales & Marketing**

- Maintain Owner Data and “Away benefits” (in conjunction with Consumer Marketing, Revenue Management, Customer Relationship Marketing, and Rooms/Quality teams)
- Develop Residences Owner collateral (as needed)
- Provide input to communications (eDM newsletters)
- Develop and analyze data to track buyer journey and residents’ spend in hotels
- Coordinate/compile presentations with operations teams

Gaining Mandarin Oriental Hotel Group colleague support is critical to ensuring Residences owners and their families are Fans of Mandarin Oriental brand and become/remain brand ambassadors. Responsibilities include:



- Build and develop a strong relationship with corporate and hotel colleagues to ensure understanding, and support from the properties to market to this important high value target group
- Monitor Ambassador program at each hotel (in conjunction with Rooms/Quality and Residences Operations) for continuous improvement
- Provide input to awareness campaigns, hotel colleague communications, and various presentations
- Provide input to communications for targeted Corporate (Consumer Marketing, Hotel Operations, and Spa) and Hotel (Marketing, Residences and EXCO) stakeholders
- Monitor Residents spend (via Data Vision, in conjunction with Residences Operations)
- Develop materials for quarterly marketing calls with local Directors of Residences

**Residences Brand Support:**

- Maintain and update Residences pages on Mandarin Oriental.com and Fans Elite website working with Digital team (copy/design/navigation)
- This role is also responsible for supporting ad hoc projects for Group Residences throughout the year. Examples to include but not limited to:
  - Residences owner App and website (content design and review)
  - Residences presentations and other visual assets
  - Quarterly Mandarin Oriental OPCO reports
  - Brand briefing with supporting presentations for all Residences colleagues
  - Competitive studies of programming and amenities of luxury residences
  - Research and source vendors

**Residences Operations Support:**

- Manage and support communications to residential properties
- Manage and work with Data Operations on owner data
- Support Operations on ad hoc projects such as research competitive studies and development and roll out of new initiatives



- Support pre-development operational standards and templates

**Additional duties to include:**

- 10% travel (varies throughout the year, and project lifecycle), can be higher depending on the project needs.
- Additional duties as assigned by Group Head, Global Head of Residences Marketing

**Education and Experience:**

- 3-5 years' experience in marketing and agency management
- Hospitality or luxury residential marketing experience preferred
- Bachelor's degree in marketing/communications/PR