

Job Description

Position: Marketing Communications Manager

Position Title: Marketing Communications Manager

Reports To: Director of Marketing & Commerce

Job Level: Middle Management

Department: Sales & Marketing

Hotel: Mandarin Oriental, New York

Contact: Pamela Feick

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

Design and execute PR strategy for the hotel to ensure positioning as one of the top hotels in local, national and international media

Duties and Responsibilities

- Design and execute PR strategy for the hotel to ensure positioning as one of the top hotels in local, national, and international media
- Write, edit and distribute press releases, alerts and pitches

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- Ensure hotel receives regular exposure in local and international media through print, online, radio and television through proactive and reactive PR Actions
- Implement tactical media relations activity in line with hotels business needs and objectives
- Maintain strong relationships with local and international media
- Organize media and influencer stays, dining experiences, spa appointments, site tours and photo shoots at the property
- Create bespoke itineraries and host local and international media visits
- Entertain journalists on property for experiences or site tours on an individual basis
- Track press coverage and archive and disseminate press clippings
- Develop and manage strategic brand partnerships with relevant brands in the Luxury Lifestyle, Spa and Culinary world
- Maintain hotel press kit as well as online press kit with corporate team
- Ensure strong working relationship with MOHG's international PR network and MOHG Corporate Communications Team
- Develop hotels monthly Public Relations reports
- Ensure adherence to MOHG CID guidelines for all collateral and advertising
- Manage marketing collateral production and maintain production schedules
- Assist in writing and proofreading all promotional materials for the hotel, spa and food and beverage outlets
- Develop materials for corporate presentations as needed
- Ensure all hotel collateral pieces remain up-to-date

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

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4. Being the Best

- Is achievement and goal-oriented
- Has a positive impact and influence
- Uses financial and analytical framework effectively
- Generates innovative ideas
- 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
- Solid knowledge of public relations field and associated platforms, including Cision

Desirable

- Minimum 2 years management experience



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- Previous on property hotel experience