

Job Description: **Digital Marketing Manager, The Killarney Park and Ross Hotels
(Hamptoncove Holdings Ltd)**

Job Title: **Digital Marketing Manager**

Reports to: **Director of Sales & Marketing at The Killarney Park and The
Ross**

Mission of Role

The Digital Marketing Manager (DMM) will plan, develop, implement and manage the overall online marketing strategy for The Killarney Park and The Ross Hotels.

This manager will

- Increase online revenue for each hotel across all departments
- Enhance brand awareness
- Monitor reputation management (monitor/liase with management and report back KPI's at regular intervals)
- Develop and manage key supplier relationships – Website provider, Digital Marketing Agencies, OTA account managers, 3rd party consultants and or industry experts in digital marketing.
- Identify business opportunities that can be incorporated into the Digital Marketing Plans
- Maintain extensive knowledge of current market conditions, both online and offline
- Keep up to date with current trends, technologies, and best practice in the digital marketing sphere.

Job Description

- Plan, build and execute a Digital Marketing Plan that will complement and align with the hotels overall Sales and Marketing Plans.
- Leverage owned, earned and paid media for a comprehensive strategy
- Coordinate with advertising and media experts to improve digital marketing results
- Plan, build and monitor new landing pages in line with the hotels Digital Marketing Plans.
- Measure ROI and KPIs specific to the digital marketing performance of both hotels and prepare accurate reports on this performance.
- Prepare and manage the Digital Marketing Budget with the DOSM
- Leverage The Killarney Park's partnership with The Leading Hotels of the World, by remaining up to date on all relevant marketing or digital marketing opportunities
- Research competitors and provide suggestions for improvement
- Maintain and continuously train the hotels online chatbots
- Monitor and react to any digital opportunities that may arise from Tourism Ireland or Failte Ireland by staying up to date with their activities
- Maintain the hotel's digital image libraries and keep them updated across all necessary platforms (eg: Ice Portal, Leonardo, Website CMS, OTA's TripAdvisor etc.)

Website

- Manage and co-ordinate all aspects of The Killarney Park and The Ross websites
- Website CMS administrator, support and development
- Track and measure SEO, SEM and Google analytic metrics
- Digital Advertising – Work with the Digital Marketing Agency to compile a paid advertising strategy for both hotels, which allows continuous monitoring of ROI and restructuring where necessary.

Social Media

- Creates a social media marketing strategy in line with the company objectives
- Oversees all company social media accounts management
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlightens audiences and promote brand-focused messages
- Coordinates social media messaging with advertising and overall sales and marketing strategy and weekly, monthly, yearly company goals.
- Ensure that the hotel's brand is being correctly managed and delivered on any social media platforms
- Plan, build and deliver paid Social media advertising – with regular reporting on KPI's
- Audits and analyses social media presence including digital advertising costs and returns
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Interviews, hires, trains and manages social media team members as needed
- Works with other departments to develop social media timelines coinciding with new product releases, ad campaigns or other brand messages
- Monitors and develops reports on competitor activity within social media spaces

Management and Research

- Submit monthly progress reports to the relevant stakeholders
- Ensure that data is accurately entered and managed within the PMS, CRM and any sales management system
- Assist DOSM with yearly/quarterly and monthly forecasting
- Evaluation of emerging online marketing technologies and trends including research and awareness of competitor online strategies.

Experience & Qualifications

- A qualification in Digital Marketing or relevant field
- 5 years of hands-on Digital Marketing experience
- Demonstrable experience managing SEO/SEM, Marketing Databases, Email Marketing, Social Media, Analytics Tools (eg: Google) and Display Advertising Campaigns.
- Highly computer literate
- Knowledge of hospitality industry and digital marketing channels
- Good knowledge and experience with online marketing tools and best practises
- Familiarity with web design and CMS systems
- Outstanding communication and interpersonal skills

- Creative copywriting with excellent language skills and English as a native language.

Other Skills & Qualifications

- Sense of ownership and pride in your performance and its impact on our company's success
- Critical thinker and problem-solving skills
- Team player
- Good time management skills
- Great interpersonal and communication skills
- High level of motivation, determination and commitment
- Professional at all times and an ambassador for the hotel.
- Flexibility and adaptable

For further information or to submit your application, please contact Kathryn Cronin, HR – kathryn.cronin@killarneyparkhotel.ie