

## Group Director Of Marketing - Savoy Sharm Group (Powered By Qureos)

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Company: Qureos Inc

Location: Pakistan

Category: other-general

**Position:** Group Director of Marketing

**Organization:** Savoy Sharm Group

**Location:** Sharm El Sheikh, Egypt

**Experience:** 5 years minimum

**Salary:** L.E Package for Egyptian/\$ For foreigner

**Industries:** Hospitality

**Main Duties :**

**Financial:**

To assist the Marketing Manager and the Communication Manager with establishing Annual Communication Budgets, including above the line advertising, public relations

and publicity, which will form part of the Hotel's Annual Marketing Plan.

To support staff needs in other Divisions based on the hotel priorities and anticipated business levels.

To maintain complete and supported records of all media and purchase agreements, contracts and quotes for the hotel as per Savoy Policies & Procedures.

To closely work together with the Executive Committee members to assess and support their internal and external Communication needs.

To have a good understanding of contribution margins for each product results and work with respective heads of departments to maximize Operating results.

### **Operational:**

To oversee the development, implementation, maximization, monitoring and evaluate the hotel's communication objectives, strategies, including government relation, public relations and mass media, so as to support the Hotel annual Objectives.

To direct and coordinate all marketing activities of Soho Square and to communicate these activities throughout the Savoy Group.

To coordinate Communication and Public Relation activities to support the objectives as outlined in the Annual Marketing Plan.

To measure, interpret, prioritize and evaluate the effectiveness of Public Relation activities through an ROI analysis and to re-evaluate local media programs on ongoing bases.

To develop and maintain active contacts with the press and key overseas media people.

To monitor all current attitudes and public statements concerning the hotel in foreign and local media.

To evaluate all media solicitations and assure optimum relationships with all local media

contacts.

To maintain a perpetual analysis of the travel industry in the Sharm El Sheikh city market. To have a thorough knowledge of competitive marketing, business development and advertising strategies in Sharm El Sheikh market and of competitive cities, destinations outside Egypt country for specific business segments.

To recommend and develop proposals and direct and implement below the line sales promotions, with external partners such as government, news papers, department stores etc to support the advertising and sales campaigns.

To review the reports compiled by Marketing Analyst and discuss strategies, opportunities and threats with the marketing concerns (Marketing Manager, Director of Sales, Marketing Analyst, General Manager, Executive Assistant Manager - Food & Beverage, Director of Rooms).

To develop good community contacts among government, businesses, associations etc and represent the hotel at public functions. To support ad-hoc events and or projects in the community.

To ensure that utilization of various technology and software is maximized and that clean data are maintained at all times.

To obtain and maintain an awareness of community, business, political and social factors which may affect the hotel.

To be demanding and critical when it comes to departmental standards.

### **Administration:**

To ensure that an efficient and accurate filing system, both manual as well as electronically is maintained at all times.

To ensure that all meetings are well planned, efficient and results oriented.

To ensure that all Departmental Operations Manuals are prepared and updated annually.

To conduct weekly Sales & Marketing Meeting for Soho Square team

To keep and to safeguard all contracts and financial documents related to Soho Square.

**General:**

To maintain a high standard of personal appearance and hygiene at all times.

To report for duty punctually wearing the correct uniform and name badge at all times.

To maintain a good rapport and working relationship with staff in the department colleagues and all other departments.

To attend and contribute to all staff meetings Departmental and Hotel trainings scheduled and other related activities.

To undertake any reasonable tasks as assigned by the Company.

To respond to any changes in Marketing & Public Relation functions as dictated by the industry and the hotel.

To project at all times a positive and motivated attitude and exercise self control.

To handle guest and employee inquiries in a courteous and efficient manner and report guest complaints or problems to General Manager if no immediate solution can be found and assure follow up with guests.

To provide a courteous and professional service at all times.

To attend all meetings as required by Executive Management.

To ensure that the Place of Work and surrounding area is kept clean and organized at all times.

**Personnel:**

To identify training needs and plan training programs for the employees.

To ensure that all employees provide a courteous and professional service at all times.

To supervise the employees within the department, ensuring that the correct standards and methods of service are maintained as stated in the Policy & Procedures.

To conduct staff yearly performance appraisal and give employees regular feedback on their job performance.

To ensure that all employees maintain a high standard of personal appearance and hygiene at all times.

To ensure that all employees report for duty punctually wearing the correct dress code at all times.

To ensure that each Supervisor maximizes productivity and morale with their respective departments and consistently maintain discipline following Hotel Policies & Procedures and local legislation.

To ensure that all employees have a complete understanding of and adhere to the Hotel's Employee Rules & Regulations.

#### **Other Duties:**

To maintain strong, professional relationships with the relevant representatives from competitor hotels and other organisations, including tour operators and local travel agents.

To respond to changes in the Marketing and Public Relation functions as dictated by the industry, company and hotel.

To read the hotel's Employee Handbook and have an understanding of and adhere to the hotel's rules and regulations and in particular, the policies and procedures relating to fire, hygiene, health and safety.

To attend training sessions and meetings as and when required.

To carry out any other reasonable duties and responsibilities as assigned.

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