



Job Title: Regional Marketing Manager

What's your passion? Whether you're into adventure travel, binge watching *The Good Place*, or cheering on your favourite team, at Vrancor Hospitality Corporation, we're interested in YOU. We employ people who apply the same amount of care and passion to their jobs as they do their hobbies – people who put our guests at the heart of everything they do. And we're looking for more people like this to join our friendly and professional team. This role is responsible for supporting on and off-line marketing efforts on behalf of Vrancor and our existing nineteen (and soon to be twenty-one) multi-branded hotels as well as our exclusive brands of restaurants and banquet centres.

Company Overview:

Vrancor is one of the top hospitality companies in Ontario and an award-winning leader in property management and development. Committed to smart growth, we effectively adapt to changing market demands in order to deliver market-leading ROI. Vrancor's experienced and diverse corporate team offers expertise in multiple disciplines including operations, finance, sales, marketing and human resources. We specialize in building, (re)developing and managing award-winning properties in Ontario. When it comes to hotel, residential or commercial spaces, we know our game and are one of its leading players. Vrancor's top partners include Hilton Worldwide, InterContinental Hotels Group, Marriott® International, Accor Hotels, Best Western® Hotels & Resorts and Starbucks® Coffee.

Job Summary:

Oversee all aspects of marketing & communications, with blended responsibilities to support existing hotels, rebranding hotels, new-build openings, Vrancor corporate initiatives and heightened marketing support for the new dual-branded Holiday Inn Express & Staybridge Suites Niagara-on-the-Lake hotel. Guided by well-defined brand standards, leads delivery of services provided by outside vendors and service providers (including photographers, graphic designers, website developers and online channel management) to build awareness and business for our hotels, restaurants and banquet centres through the development of compelling advertising campaigns, paid channel placements, local partnerships, image & content management and media relations.

Duties & Responsibilities:

- Work closely with preopening hotel teams to produce brand-specific collateral, photography, written and online descriptors, press releases, local media and key influencer contact lists, with direct participation in planning & execution of Grand Opening events and building local sponsorships that feature cross-promotion opportunities with key demand generators.
- Produce (against defined specifications and with full support from outside graphic designers) all print, online and highway display advertising for all hotels (including ads for Tourism Visitor Guides, Chambers of Commerce, CAA AAA, online banners, etc.).
- Provide social media planning guidance to all hotels (monthly calendars featuring brand, community and property updates).
- Create and manage identified sales action plan promotions (i.e. Expedia Travel Ads, CAA AAA Uplift campaigns, etc.) as needed to support revenue & profitability goals.

- Conduct annual website content audits and refreshes for all hotels, based on Brand guidelines, availability of seasonal attraction photography, etc.
- Negotiate and authorize property-based partnership agreements with key local demand generators to secure effective cross-promotions and ROI.
- Work closely with IHG and Niagara-on-the-Lake property team to heighten awareness and business generated through online channel management & promotions; robust engagement and promotions across Facebook & Instagram platforms; creative production of print, online ads, package offers and limited time features; outreach to key media, bloggers and influencers to increase unpaid media awareness & coverage.
- Support full service, high revenue producing hotels should forecasts reflect room revenue budget shortfalls of >5% by recommending online initiatives including paid placement within target OTA sites, preferred partnerships with OTA or FIT operators, etc.
- Provide ongoing content updates of vrancor.com; management of corporate social channels; advancement of corporate KPI's including "win awards"; production of materials featuring Vrancor corporate identify; assist with office artwork installation featuring best-of-the-best hotel photography; management of Vrancor partnerships, etc.
- Maintains a high personal visibility among hotels, brands and key local media within Vrancor markets.

Qualifications:

- Bachelor's degree in Hotel Management, Marketing or Business
- Minimum of five years of hotel sales & marketing management at a hotel level, multi-unit hotel management company or hotel brand
- Demonstrated expertise in managing advertising print & digital campaigns, public relations initiatives and product launches
- Demonstrated knowledge of Online Travel Agent (OTA) channels & social media platforms
- Knowledge of sales support provided by hotel brand and general hotel industry trends.
- Strong leadership and a professional image.
- Advanced interpersonal, written and verbal communication skills.
- Excellent decision-making ability and analytical skills.
- Advanced Microsoft Office skills, and ability to update web content on a variety of platforms
- Ability to work a flexible schedule, in flexible locations, including weekends and holidays.

In return we'll give you a competitive financial, and benefits package. Hotel discounts worldwide are available as well as access to a wide variety of discount programs and the chance to work with a great team of people. Most importantly, we'll give you room to be yourself.

So what's your passion? Please get in touch and tell us how you could bring your individual skill set to Vrancor.

Application Details

Interested candidates please apply to this job posting on <https://www.indeed.ca>

Click below Link >>

[Regional Marketing Manager](#) Vrancor Hamilton, ON

Please note that due to high volume of applicants only short-listed candidates will be

contacted.

We are committed to providing employment accommodation in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.

Date Listed: Feb 14, 2019

Closing Date: Until filled