

Public Relations and Marketing - voco The Hague



Locatie **Zuid-Holland, The Hague**
<https://www.advertentieX.nl/x-1063646-z>

About us: voco™ hotels

“At the heart of every great stay is a great host.”

At voco™, we've created a new hotel brand that gives people a different choice. Hotels to count on but different enough to be fun. Unstuffy hotels, where people feel comfortable to relax, and just get on with relaxing. Our new family of hotels are connected by their own sense of style and individual character – and that's something we make the most of. Finding the perfect mix of reliability and new experiences. Because we believe that when you respect individuality life gets interesting.

Whether you're in a rush and need something fast or want to take your time over your welcome treat after a long journey, it's all good. Eat, sleep and everything in between. Cosy bedding, invigorating showers and great food and drink available 24/7 (either in the restaurant, bar or your room) are standard here. Plus there's fast Wi-Fi everywhere and your room has all the charging points you need for your devices. For every occasion, meetings, entertaining clients, writing up a report in your room or grabbing a coffee as you catch up with emails in the bar – whatever work has in store, we work around you. We're here to make sure you have everything you need to get the best out of the day.

Part of the IHG® family, you can rely on a uniquely voco™ experience every stay, but with some of the extra advantages that come with being part of IHG. Such as the benefits of the IHG Rewards Club, one of the world's largest loyalty programmes. Just as friendly to the environment we look after the planet with the same care as we look after our guests. So you can relax knowing that everything from your super

comfy bed to the ingredients on our menu is designed to reduce our environmental impact. We're looking for people who love our unique style and who love a good night's sleep and have a good time, you'll find it at home. Start a new chapter of your life with the family of voco brands. voco hotels are everywhere in the world.

About us: voco™ The Hague
 A modernist urban home for the overseas explorer voco™ The Hague, where quintessential Dutch design and our unstuffy style come together in the city centre of The Hague. Based in the Royal Quarter, this beautiful former bank building has the city's shops, museum and heritage locations as well as the embassy quarter and Peace Palace within walking distance. By taking the tram in front of the hotel, you will find yourself at the central station in 9 min or at the seaside within 15 min.



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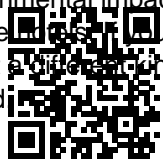
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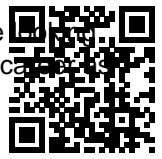
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Our welcoming guest rooms offer thoughtful voco™ touches with quality bedding and eco-friendly upscale amenities.

Catch up over local dishes in Botanica garden kitchen & bar, discover drinks inspired by the Dutch Sea explorations from Ultramarijn wonderbar or hang out in our garden terrace to enjoy the voco™ life. With 2 boardrooms, a versatile work play area and a below ground private bar you will find various locations to meet, gather or celebrate.

Job Description

About voco™ The Hague

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Your day to day

The Public Relations and Marketing Specialist is responsible for the planning and realization of the marketing communication activities of Botanica, Ultramarijn, the Meetings & Events spaces and voco™ The Hague. You have the unique opportunity to launch the brand identity of not only one but two new restaurants, Ultramarijn and Botanica. You are responsible for creating all the visual content to set the brand positioning and build a network within the local community. In this position, you work with the Commercial Leader to reach the goals set by the Strategic Leadership team within given budgets. You are Ultramarijn, Botanica and the voco™ brand and you manage all internal and external communications by advising and creating content for the hotel's various online and offline channels.

You are responsible for

Launching the visibility of Ultramarijn and Botanica in the local community and creating a local community

with followers and customers who engage with both brands.

Working with the Restaurants & Bars team to translate the brand concepts into innovative and creative visual quality content, edit content, and post on a regular basis to increase visibility and engagement of both restaurants.

Executing and programming social media coverage, online and offline campaigns.

Ensuring alignment with the marketing & people strategy by creating social media content that is in line with the identity of Ultramarijn and Botanica.

Monitoring User Generated Content on social media platforms. Interact with the users to boost engagement and awareness of the products and promotions of Ultramarijn and Botanica.

Review content, work with advertising agencies, consulting firms, and vendors to maximize ROI on advertising investments, and ensure ads representing Ultramarijn, Botanica, and voco™ The Hague brand identity are appropriate for the target audience.

Utilizing the budget to its utmost capacity to manage the brand positioning of Ultramarijn, Botanica, and voco™ The Hague.

Establishing objectives, benchmarks, and metrics for all social initiatives.

Measuring social media success by tracking results and looking for the type of content people are engaging most with.

Living the voco™ brand with pride, passion & energy. Creating & inspiring others to deliver memorable branded guest experiences.

Promoting teamwork and lifestyle service through daily communication and coordination with other teams.

Ad-hoc duties as required – unexpected moments when we have to pull together as a team to get a task done.

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Job Requirements

Good knowledge of the local market customers' needs and wants.

Food and Beverage marketing experience preferably within a lifestyle hotel brand.

Good project management skills - pre-opening experience preferred.

Good multi-tasking & time management skills.

Good knowledge of social media functions and content creation tools and being able to create visual content on digital and social channels.

The ability to effectively listen, communicate, and perform diplomacy with internal and external customers and colleagues in all situations.

Good media and presentation skills.

Must speak Dutch and English – knowledge of other languages preferred.

We're looking for people with as much character as our unique new lifestyle hotels. If you love looking after people and hate stuffy service, you'll be right at home at voco™. Start a different kind of career as part of IHG's family of 17 global brands and 5,500+ hotels around the world.

Be Thoughtful: We pride ourselves on delivering the important things that our guests need and value consistently – every day, every stay. We're hosts our guests can always count on.

Be Natural: We're genuine, natural hosts – always friendly, relaxed, and charming. We get to know our guests and build a personal rapport, putting them at ease throughout their stay.

Make it memorable: We're hosts who share our local knowledge and personal recommendations to help

guests get the most from their stay. We look for ways to surprise and delight our guests, indulging them with little acts of kindness that make their stay memorable.

In return for your hard work, you can look forward to a competitive salary and benefits package – including duty meals and discounted hotel accommodation worldwide.

What's more, because your career will be as unique as you are, we'll give you all the tailored support you need to make a great start, be involved and grow.

And because voco™ The Hague belongs to the IHG® family of brands, you'll also benefit from all the opportunities that come from being part of a successful, global hospitality company with over 5500 hotels in over 100 countries around the world.

So whoever you are, whatever you love doing, bring your passion to voco™ The Hague and IHG and we'll make sure you'll have room to be.