

Marketing Manager - PPHE Hotel Group - Corporate Office



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentieX.nl/x-1167496-z>

We are an international hospitality and real estate group with 37 hotels and resorts, and 8 campsites across five countries. It takes a multi-talented team behind the scenes to support such a large and diverse hotel business. Our teams set strategies, manage operations, and find new ways to engage and impress guests. This is a place where your specialist skills and experience can create a genuine impact – while you progress your career in the hospitality world. You will find roles in both our Corporate Office, Amsterdam and Regional Office, The Netherlands.

Life at PPHE Hotel Group

We're firm believers that inspiring our team members is the key to inspiring our guests. Which is why we have focused on making PPHE Hotel Group such a positive and inclusive, supportive place to be. Our hotels are authentic, so we want you to be the real you too. Because we value the individuality of our people, your voice is listened to – and you will be given every encouragement to express yourself and grow with us. Each hotel location is unique as a workplace, because of its links to its locale and community. At the same time, every team feels part of the wider family. We share the same values, the same standards and the same goals.

Company websites:
<https://www.jobs.pphe.com/>
www.pphe.com
www.arenahospitalitygroup.com

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At PPHE Hotel Group, we create memorable experiences for our guests and team members – and we're an international portfolio of prime hospitality real estate, encompassing iconic hotels, seaside resorts, glamping and campsites, destination restaurants, buzzing bars and more. And doing it all behind the scenes are our support teams.

This is your chance to join us as Marketing Manager and to do things differently; to shake up the world of hospitality and have a real impact.

You will help us project our commercial messaging which is appealing to our target audience. As Marketing Manager, you will be a key member of the team who ensures our marketing and on property materials are compelling and accurately reflect our brand identities.

Main role and objectives:

In this central and senior position as Marketing Manager you will be part of the Regional Leadership Team in the Netherlands. As Marketing Manager you will be responsible for designing and implementing the regional marketing strategy for our six hotels, with a multi-brand approach (the lifestyle art'otel amsterdam and five upper upscale Park Plaza hotels). You are always on the lookout for new opportunities and creative ideas to generate exposure and revenue opportunities for our products. Additionally, you will have a leading role in driving the commercial strategy and promotions for our independent restaurant and bar brands and spas.

Your responsibilities:

Develop, prepare and implement the Marketing Strategy and activity calendar for the Netherlands Region, including property specific commercial plans

Working closely with all members of the Commercial team to ensure all necessary Marketing & PR initiatives are in line with the Company objectives

Managing the Netherlands Marketing team (of currently 2 FTE) and overseeing their projects to ensure these are in line with Company objectives

Analysing and presenting meaningful ROI of promotional initiatives and allocating resources accordingly
Responsible for producing all required branded (promotional) materials, both offline and online, for all target markets in liaison with the Brand team

Responsible for marketing budget, agency selection, commercial contract negotiations and project management

Developing innovative messages and differentiators and devising appropriate communication vehicles
liaising with Digital Marketing and Content teams to ensure visibility and representation of the Netherlands region and properties

Working with Vice President Brand Marketing and Guest Experience to develop and maintain key media relations for all properties, whilst overseeing the objectives for the Regional PR agencies

Work in cooperation with the PR & Marketing Manager Restaurants & Bars PPHE on ongoing marketing support, new projects, refurbishments and restaurant and bar openings in the region

Responsible for social media for destination restaurants and bars in the Netherlands, working with the Restaurant and Bar PR & Marketing Manager for PPHE.

Job Requirements

What we are looking for:

A pro-active, highly organised individual who is able to work independently but also enjoys team work and social collaboration

Proven professional track record and experience of multiple strategic annual cycles in marketing, ideally in hospitality or hospitality related businesses

Results orientated marketing professional with experience across the entire marketing mix, including online and brand, developing local partnerships and organizing events and activities which drive bookings and covers

Experience with branding, creative messaging and developing and executing promotional and tactical campaigns is required

Able to deal with a great variety of different stakeholders and experience in a matrix organisation is preferable

Someone that connects easily with others and can deliver PPHE Hotel Group's Purpose: To create valuable memories for our guests and value for our assets, people and local communities.

Fluent in Dutch and English.

Why join us?

No matter what level you are in our organisation, we will encourage your creativity. If you have an idea about how we can improve things, we want to hear it. And if it is a bright idea, we will make it happen. In the fast-moving and competitive world of hospitality, this is how we have stayed ahead.

We are ready to invest in you and your future. We offer competitive fringe benefits, award-winning training, a supportive team environment and real opportunities to learn, grow and develop a rewarding career.

If you want to find out more about us, please visit www.jobs.pphe.com. To apply, please click the Apply button now.

PPHE Hotel Group. Create with us.

Some sites to have a look at, to get to know our brands in the Netherlands!

www.pphe.com

www.parkplaza.com

www.artotels.com

www.5and33.nl

www.toziamsterdam.com

www.carstensbrasserie.nl

www.facebook.com/MrRabbitAms

www.vicsbaramsterdam