
exceptional, likeminded, independent hotels and resorts. Founder members include Hotel Café Royal in London, Hotel Lutetia in Paris and Hotel Conservatorium in Amsterdam and plans have commenced to expand rapidly under a new business model of hotel representation and brand affiliation.

We are looking for a confident Director of Digital Marketing to join us and who can demonstrate an ability to define and deploy digital marketing strategies that deliver against our ambitious growth objective. You should have demonstrable experience of delivering incremental revenue, profit and ROI from global digital marketing programs. You are an expert communicator, able to demonstrate significant experience in compiling clear and concise reports and presentations that outline opportunities for significant improvement and progression.

Reporting to the VP of Brand, Marketing and Digital, you will be responsible for bringing to life the CRM and digital strategy for The Set Collection to drive recruitment, retention, incremental sales and lifetime value for guests of The Set. You will also oversee digital acquisition at all stages of the customer journey including upper funnel activity to drive awareness and targeted activity at the bottom of the funnel to secure conversion. You will be responsible for the total spend on online marketing, including paid social, display and paid search, and for all CRM marketing communications.

The successful candidate will deliver an industry leading CRM architecture to attract new guests whilst also building loyalty and retention amongst our existing guest base. You will be experienced in setting up a CRM platform and analysing all stages of the guest journey to maximise guest satisfaction so that we can deliver against the goals of the business.

The role will be based in Central London at The Set Collection offices within Hotel Café Royal (Regent Street, W1), however some international travel (when Covid-19 restrictions allow) to other group properties will be required.

Core responsibilities will include:

Delivering Our Promise: working closely with the operational teams to ensure our loyal and repeat guests are recognised as they should be and the appropriate benefits are being delivered.

System Implementation: managing implementation of the CRM platform structure and architecture ensuring that it integrates seamlessly across the organisation and captures all required information at key points in the guest life cycle.

Digital Innovation & Development: applying best practice in paid digital media, user experience, A/B Testing, content creation, customer acquisition, retention and conversion.

CRM Strategy: in partnership with the hotel teams, plan and deliver a CRM strategy that spans all

channels and touchpoints to deliver incremental sales, acquire new customers and build loyalty.

Segmentation and Targeting - leading the implementation of segmentation models enabling the delivery of more targeted CRM campaigns.

Multi-Channel Delivery - working with the marketing team to ensure effective end-to-end operational delivery of CRM programmes and campaigns across email, SMS, push and web messaging.

Job Requirements

Key Requirements:

Experience working at a senior level in a hotel group would be an advantage

Working knowledge and experience of using Opera PMS would be an advantage

A results-focused approach, with a proven record of generating revenue improvements

Excellent working knowledge of Google Analytics and Google Tag Manager

Excellent numeracy, with strong analytical capabilities

A collaborative approach, combined with initiative and proactivity

A ruthless ability to prioritise high-impact projects and execute them to completion

Confident and articulate communication skills

A proven track record of building loyalty and retention programs

Your benefits

Competitive Salary

Life Assurance and pension plans, with Employee Assistance Program

Training and development opportunities

On duty meals

Weekly dry-cleaning allowance

Discounted room rates and F&B, as well as other discounts such as gyms and local