

Head of Mark. amp Coms. - Conservatorium



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentieX.nl/x-1222964-z>



At Home in the Heart of Amsterdam
 Standing on the famous site of Amsterdam's former Sweelinck Conservatory of Music, the Conservatorium Hotel in Amsterdam opened at the end of 2011. This magnificent Neo-Gothic building was originally built at the end of the 19th Century and in its new incarnation, it has been transformed into a contemporary luxury five-star hotel. Located in the heart of Amsterdam's museum district (Museumplein) on Van Baerlestraat, the Conservatorium Hotel in Amsterdam is close to The Rijksmuseum, the Van Gogh Museum and the Royal Concertgebouw. Also, the luxury shopping avenues, P.C Hooftstraat and Van Baerlestraat, sit right on the hotel's doorstep as well as the charming Vondelpark and the lanes of the Jordaan neighbourhood. The historical centre of Amsterdam is within walking distance. Designed by Piero Lissoni (leading Italian architect and interior designer), the Conservatorium Hotel is a true design hotel and combines historical architecture with modern design. The hotel features 129 bedrooms and suites, an array of restaurants and a bar, as well as a selection of cutting-edge events and banqueting spaces. Conservatorium Hotel is also home to the Akasha Holistic Wellbeing Centre – an urban retreat that is the perfect place to unwind, relax and enjoy. Spanning over 1000sqm, Akasha is the finest holistic spa in Amsterdam offering a range of signature treatments, massages, marrying innovative Western practices with ancient Eastern traditions and featuring 18 m x 5 m indoor swimming pool, a whirlpool, Hammam, sauna, Watsu pool and relaxation areas. Conservatorium Hotel's contemporary design coupled with the hotel's incredible location gives guests a unique experience – as soon as they step into the hotel, they are immersed into the city's rich cultural and design legacy. Conservatorium Hotel is the first member of The Set, a collection created to redefine the concept of the luxury hotel for sophisticated,

design literate travellers in the 21st Century. Working to an uncompromising brief that called for hotels that were not only different but that would define their own local identity, the team worked with leading architects and designers to reimagine the DNA of the hotel and create spaces that are a world away in comparison. Whilst simultaneously evoking a sense of style and glamour, the past is also a landmark in time. Each member of The Set is rooted in the history and culture of its location as well as the contemporary needs and desires of its guests.

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Job Description
 As our Head of Marketing & Communications, you are responsible for overseeing all matters relating to

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branding, offline marketing, partnerships, public relations and all digital activity. In addition, you will manage all external marketing collateral, promotional materials and communications in order to promote our hotel facilities and services in the most engaging and informative way possible. You will also oversee our strategy for internal/employee marketing to ensure Conservatorium is considered one of the premier luxury hotels of choice for colleagues in the hospitality industry. Passion to provide a personalised guest experience, eloquent and detailed communication skills and extensive product knowledge are required trademarks for this position in order to successfully master the elegant communication of our hotel.

You are creative, with excellent communication and leadership skills and structured in your way of working. You have a solid understanding of hotel operational marketing, a proven-track record in public relations and brand partnerships and excited to oversee our marketing & communications department.

What are you going to do?

As Head of Marketing & Communications in the Conservatorium hotel you will work closely with our Regional Marketing team and are able to take charge of deadlines and continuously changing situations. You ensure consistency in brand and communication messages and will work closely with the management team to support business growth in all outlets of the hotel. You are able to advise internal parties with regards to the correct Marketing & Communications strategies.

Oversee marketing & communication strategy of the hotel, including our F&B and Akasha Wellness strategies;

Actively engage with the Commercial and Operations teams to generate potential marketing and promotional content;

Work closely with our Regional F&B Director on all areas of F&B marketing for Conservatorium hotel; Create an internal marketing strategy to ensure Conservatorium is considered one of the premier luxury hotels of choice for colleagues in the hospitality industry, via social media channels (e.g. LinkedIn) and other ways;

Formulate, develop and implement all marketing and brand communications policies & procedures; Effectively manage external PR agencies to ensure consistent messaging across the hotel's various markets;

You will protect and develop the company's corporate image and identity in all internal and external communications;

Undertake periodic projects in order to develop the brand, positioning and ensure marketing and communication strategies are aligned with future trends;

Work closely with the Group Director of Digital Marketing to ensure revenue growth.

What will your 5 star luxury working environment look like?

The Conservatorium Hotel is a 5 star luxury hotel in Amsterdam and has been selected as one of the best

25 Luxury hotels of Europe over the past 5 years. We are part of 'The Set Collection', which currently consists of 4 properties (Amsterdam, Paris, London, and Jerusalem) all operating on the highest level of hospitality.

Job Requirements

Who are you?

As our Head of Marketing & Communications you are the expert of your respective fields and you know how to lead a team of professionals. You are commercially minded and have an eye for detail when it comes to devising the right strategy and its supporting communication and collateral. Being an ambassador of the hotel comes naturally to you, both to external and internal parties.

Furthermore you have:

You have a minimum 'HBO' working level and completed education 'Hotel School' and/or a Marketing degree;
Excellent knowledge of English and Dutch language, both verbal and written;
Experience within marketing and communications within the hotel industry;
Experience as a Marketing Manager or Head of Marketing within luxury hotels is a preference;
Experience with leading a team of Marketing & Communications professionals.

What can you expect?

A competitive salary, appropriate employment conditions, travel allowance based on your commute.
An inspiring work environment (it really is!) where you have the opportunity to follow courses and trainings in house to further develop your skills;
Discounts in our hotels, restaurants and spa;
Experience our 'joie de vivre' during various colleague events and celebrations.

Do we have your interest?

Does this sound like an interesting career step for you? Then please contact the Human Resource

department via +31 (0)20-570 0000 or send your CV and motivation letter to:
recruitment@conservatoriumhotel.