

Marketing amp PR Trainee - art039otel amsterdam (0 EUR)



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentiex.nl/x-823896-z>

Our brand

art'otels are a contemporary collection of hotels that fuse exceptional architectural style with art-inspired interiors, located in cosmopolitan centres across europe. at the brand's core is the art itself. each hotel displays a collection of original works designed or acquired specifically for each art'otel, rendering each a unique art gallery in its own right. art'otel has created a niche for itself in the hotel world, differentiating it from traditional hotels.

The company

PPHE Hotel Group Limited owns, leases, develops, operates and franchises full service upscale and lifestyle hotels in major gateway cities and regional centres, predominantly in Europe. The majority of the group's hotels operate under two distinct brands, Park Plaza Hotels & Resorts and art'otel. The group has an exclusive licence from Carlson, a global privately held hospitality and travel company, to develop and operate Park Plaza Hotels & Resorts in Europe, the Middle East and Africa. The art'otel® brand is fully owned by PPHE Hotel Group and it has a minority ownership interest in the Arenaturist group, one of Croatia's leading hospitality companies. Through its strategic partnership with Carlson, PPHE Hotel Group has access to their powerful reservation and distribution system, loyalty programmes such as Club CarlsonSM for guests and Look To BookSM for travel agents, 23 airline partnerships and cross-selling opportunities. The portfolio of owned, leased, managed and franchised hotels comprises 38 hotels offering a total of 8,376 rooms. The development pipeline includes three new hotels and two mixed-use developments, which together are expected to add approximately a further 900 rooms to the portfolio by the end of 2014. PPHE Hotel Group's shares are admitted to trading on the main list of the LSE (standard listing).

Job Description

Longing to make your creativity count? Ready to help shape the future of hospitality? If the answers are yes' then we're looking for you! We are looking for an creative and innovative student in a unique concept in one of Amsterdam's most coolest hotels and prominent locations: art'otel amsterdam art'otel amsterdam is standing as the flagship of the revitalised art'otel brand, and will set the standards for all art'otels around the world. art'otel amsterdam is a sophisticated part of Amsterdam's lifestyle

Amsterdam and offers something without parallel anywhere in the world. Our spectacular 107-room hotel is situated in an iconic landmark building in heart of the city of Amsterdam, with the city's top cultural attraction on the doorstep. The Amsterdam 5&33 exemplifies the spirit and the works of a contemporary artist on a scale that is breathtaking. Every show is an emerging artist on a magnificent 12-metre art wall displaying contemporary imagery and live events. The design serves as a stage for the artist's creative process, with vibrant, ever-changing and thought-provoking bar designs, seductive combination of folk, pop and punk, eclectic art and thrilling live music, extending to the quality and style of the hotel amenities. It delivers a unique scope of experiences, symbols, values and life. The hotel experience is like no other. Your responsibilities: To assist in developing and implementing the overall Marketing & PR strategy for the hotel and 5&33, including a calendar of activities and events to be planned and executed throughout the year; To assist in creating appropriate initiatives to generate exposure for the venue; To assist in creating content for various online and offline communications channels; To assist in managing social media channels; To assist in managing local media enquiries, film and photography requests; To report back on activities, successes and planned initiatives; to provide overall support where/when required to the hotel and/or regional corporate teams and where required.

Job Requirements

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What we are looking for: A student of an HBO degree who follows an education in hospitality or a commercial education; Experience in the hospitality industry (is preferable); A flexible attitude (no 9-5 mentality); Fluent language skills (Dutch & English); A hands-on mentality; Energy, enthusiasm and creativity; A passion for art, culture and lifestyle. If you do, we can offer you a unique opportunity to develop your career in a vibrant environment and help us deliver a guest experience like no other. Job benefits: At art'otel we invite our guests to view things from a different perspective and we love seeing our teams fulfill their potential always working together to create more with our award winning training, and competitive salary and benefits. You'll be invited to an Inspiring Stay in your hotel, so that you can live the experience in our contemporary collection of hotels that fuse exceptional architectural style with art-inspired interiors located in cosmopolitan centers across Europe - and you'll also benefit from our Team Member and Friends & Family rates available in all art'otel, Park Plaza and Radisson Hotel Group hotels worldwide! Explore PPHE, please apply via [parkplazacareers](https://www.parkplazacareers.com).