

Director of Marketing - W Amsterdam (0 EUR)



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentiax.nl/x-881881-z>




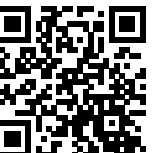



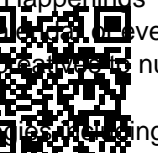




W Amsterdam vacatures
 Split across two unique buildings, a former Telephone Exchange building and a Bank, W Amsterdam is an intriguing design mix of heritage and contemporary where nights never end and the pulse is set high with a full calendar of exclusive W Happenings.
 A magnificent icon where our guests step inside the W Amsterdam and go straight to the top and check in at our rooftop W Living Room. Experience the innovative design and luxury of our 238 stylish guestrooms, including 25 suites, three WOW suites and two lavish Extreme WOW Suites.
 Get in on the fun and transform your dreams into reality. Apply now and Deliver Whatever/Whenever to our guests, Connect to the Extraordinary & Surround yourself with what's new/next.

Job Description
 Job Title: Director of Marketing

The Director of Marketing will successfully strengthen the market position of W Amsterdam, infusing all brand passion points and key differentiators, and implement market specific strategies.

CORE RESPONSIBILITIES:

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Job Requirements

CANDIDATE PROFILE

Education and Experience

Required:

4-year or Masters degree from an accredited university in Marketing, Public Relations, Business Administration or related major and 5-years experience in marketing, digital or related professional area; hospitality marketing experience preferred. Previous experience in the luxury / lifestyle hospitality industry is ideal.

DESIRED SKILL SET:

- Excellent communication and project management skills
- Result-driven strategic thinker
- Creative, innovative mind-set
- Strong consumer focus and understanding of the luxury lifestyle market and trends
- Marketing budget management and