

## Content Manager - PPHE Hotel Group - Corporate Office (0 EUR)



Locatie **Noord-Holland, Amsterdam**  
<https://www.advertentieX.nl/x-934900-z>



The Company is a Guernsey registered company and through its subsidiaries, jointly controlled entities and associates, owns, leases, operates, franchises and develops full-service upscale, upper upscale and lifestyle hotels in major gateway cities, regional centres and select resort destinations, predominantly in Europe.








The majority of the Group's hotels operate under the Park Plaza® Hotels & Resorts or art'otel® brands. The Group has an exclusive licence from Radisson Hotel Group of the world's largest hotel groups, to develop and operate Park Plaza® Hotels & Resorts in Europe, the Middle East and Africa. The art'otel® brand is wholly owned by the Group.

The Group has a controlling ownership interest (51.97% of the share capital) in Arena Hospitality Group, one of Croatia's best-known hospitality groups.

The Group's portfolio of owned, leased, managed and franchised hotels comprises 39 hotels offering a total of nearly 9,000 rooms. The Group's development pipeline includes two new hotels which are expected to add an additional 500 rooms by the end of 2022.

Company websites:  
[www.pphe.com](http://www.pphe.com)  
[www.arenahospitalitygroup.com](http://www.arenahospitalitygroup.com)

For reservations:

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Do you live, eat and sleep content? Do you have a mild obsession with gifs, photos and videos? Then you might be the person we are looking for. We are looking for a talented manager who can bring our content production across all channels to the next level. You love digital marketing and you fully understand that content creation is not the final result; the end goal is converting consumers into

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engaging with our brands, and where possible eventually purchasing our products. Key tasks & responsibilities:

Create the vision, strategy and execution of our (Online) content roadmap  
Hands on creation of a variety of digital content, including but not limited to website content, social media, e-mail marketing, videos, photos and campaigns  
Manage and develop a small team of two in-house content editors  
Create/Manage processes around content creation including stakeholder management  
Measure content effectiveness and optimise content based on analysis  
Work closely with the branding department to translate overall brand guidelines into detailed content style guides  
Facilitate brainstorm sessions and innovating creative content and campaigns for all digital marketing channels  
What we are looking for:

Bachelor degree in marketing, journalism or communication  
Extensive native (British) English copywriting and copyediting experience  
Several years of experience with professional content creation, digital marketing and social media channels, best practices and industry trends  
Extensive experience with copywriting, proof reading and editing are essential occupational requirements for this role  
Previous experience in managing a small editorial team  
An eye for visual composition and skill for photo/video selection and production  
Project management skills  
Highly organized, systematic, and able to manage time to juggle multiple projects at once  
Able to work towards tight deadlines and adapt to change  
Ability to work in a highly pressured and fast-paced environment  
Affinity with Adobe Creative Suite or similar  
Hands on experience with SEO and web traffic metrics  
Excellent communicator and team player  
Basic HTML skills  
High proficiency in German or Dutch is a big plus  
Additional info:

One year contract (possibility for extension)  
Our international team is based in Amsterdam  
Interested? We we'd like to hear from you! If you are interested in a fulltime position at the Corporate

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Office of PPHE Hotel Group, then please send us your application and convince us of your creative skills!

Job Requirements

Meer informatie over de functiebeschrijving, zie.