



Title: Marketing Manager

Department: Marketing

Reporting Relationship: CEO > CCO > Marketing Manager

Supervisory Relationship: Marketing Assistant

Elevator Pitch: As the Marketing Manager, this role is responsible for managing, refining, and executing our marketing, customer loyalty and public relations strategy across our online, email, and social platforms. The Marketing Manager must be inventive and possess the ability to curate and create compelling content that engages our loyal brand following. This role requires an organized, detail-oriented individual who thrives in a collaborative work environment (but still works well independently) and can handle intense multi-tasking. Familiarity with or willingness to learn Adobe Illustrator and Photoshop products and light graphic design is preferred. This role requires the ability to work 40 hours per week on-site scheduled across five shifts.

Duties & Responsibilities

- Collaborate with CCO on the marketing strategy to effectively create and execute marketing campaigns on our Branded Websites, Blog, Corporate Newsletters, and Social Media Platforms
- Expand our brand awareness and engagement across websites, newsletters, and social channels, tracked (where applicable) by KPIs agreed on with CCO
- Manage and delegate items to Marketing Assistant where appropriate

- Social Platforms
 - Plan, create and execute weekly social media calendar in Sprout
 - Create and execute content for social media posts (Facebook, Instagram, LinkedIn, TikTok) and Stories, including photography and video
 - Find and engage social media influencers
 - Collaborate with third party agency on paid social media advertising

- Online & Email Platforms

- Commission (at times create) content including photography and video
- Create longer-form written content for Blog and Newsletter
- Manage Customer Relationship Management tool including but not limited to: transactional emails, marketing emails, loyalty programs, guest data
- Create and target corporate email campaigns in the CRM tool
- Manage new website implementations and plan/execute website, booking engine, and ecommerce content updates
- Manage and guide the Marketing Assistant in their responsibilities to:
 - Respond to direct inquiries, comments, and tags on all social channels (engagement)
 - Maintain our brand presence on online profiles such as TripAdvisor, Google Business, Expedia, Booking.com, Yelp, etc.
 - Manage minor website updates
 - Manage corporate hello@adrifthospitality.com inbox
 - Manage and maintain collateral and asset organization in company BOX account
- Support other property operations as needed
- Other duties as assigned

Management Duties

- Work on property 40-45 hours per week.
- Respond to emails in a timely manner each day you work.
- Clearly and appropriately escalate and communicate issues through correct channels.
- Be reasonably available to staff by phone.
- Deescalate issues as they arise (staff and guests)
- Arrive on property on time and ready for your shifts.
- Understand and make changes to meet budget and revenue goals.
- Continuously pursue personal growth and the growth of your team with the support of the company.
- At all times communicate in a respectful manner.
- Respond to all requests from the Executive Team.

Qualifications:

- College degree or significant marketing experience in a business/corporate environment preferred
- Strong communication, collaboration, and teamwork skills

- Email marketing experience in a hospitality environment preferred
- Experience with WordPress websites preferred
- Excellent written communication and copy editing skills are essential
- Experience with Adobe Photoshop, Illustrator, or other design software is preferred
- Social media experience on Facebook and Instagram in a business/corporate environment preferred
- Experience executing and tracking paid advertisements on social platforms is a bonus
- Experience with Google Analytics Suite & SEO is a bonus

Average time spent in operations	4-8 hours
Average time spent on admin duties	36 - 40 hours
FLSA (overtime eligibility)	Exempt
Physically Demanding	No (90% of role)
Customer Facing	Yes (90% of role)
Weekend and evening shifts	As needed to support marketing initiatives