



Wivenhoe House Hotel Limited

Job Pack – Hotel Marketing Officer

Wivenhoe House is a beautiful 18th Century four-star hotel, near to the pretty quayside village of Wivenhoe, and minutes from Britain's oldest recorded town, Colchester. The hotel not only offers luxury, overnight accommodation, but also accommodates, weddings, conferences, private parties and more. Wivenhoe House runs popular hotel events and has a thriving brasserie bar & restaurant which includes a 110 cover modern restaurant and 120 cover banqueting facilities.

We are seeking a Hotel Marketing Officer to provide dedicated marketing, communications and PR support for Wivenhoe House. The successful candidate will be responsible for both digital and traditional engagement activity to drive sales and revenue for all services offered by the hotel (e.g. weddings, events, corporate functions and bedrooms). The Hotel Marketing Officer will use their understanding of the hospitality/events sector to reach the hotel's wide-ranging customer base of University staff, students and public / external community.

More information on the hotel can be found at the following link:

<http://www.wivenhoehouse.co.uk/>

The Role and Duties:

This post sits within Wivenhoe House and the central UECS Marketing and Communications team and is responsible for creating both digital and traditional customer engagement that speak directly to the needs and wants of our audience. The Marketing Officer will use their understanding of the hospitality/events sector for student, staff, and community marketing and communication.

The Hotel Marketing Officer will build strong communication channels with University of Essex students and staff and key external stakeholders, and strong working relationships with internal university stakeholders, contacts within the business units, as well as other UECS and University personnel. You will be responsible for providing dedicated marketing support for Wivenhoe House. Activities will include digital campaigns, website management, detailed marketing planning, activity and implementation for revenue generation, customer engagement, awareness and lead generation against targets.

Skills and qualifications required:

The successful candidate will have excellent digital marketing experience especially in SEO, website management, social media and other channels to ensure that all digital content delivers a first-class user experience for our audiences. A strong familiarity with various content management systems is required, with the capability to embed best practices in digital and content production for the web including content strategy, usability and user-centred design.

The successful candidate will also have experience of communicating with stakeholders and colleagues at all levels. Experience an understanding of the hospitality or event sector will be advantageous.



Job Description

Job Title:	Hotel Marketing Officer
Contract:	Permanent, Full-time
Hours:	38 hours per week
Salary:	£26,274 per annum
Department/Section:	Wivenhoe House Hotel (with Marketing and Communications)
Reports on a day to day basis to:	WHH Business Development Manager/ECS Head of Marketing and Communications
Purpose of job:	To provide dedicated marketing support for Wivenhoe House. Activities will include organic and paid digital campaigns, reporting, website management, detailed marketing planning, activity and implementation for revenue generation, customer engagement, awareness and lead generation against targets.

Duties of the Post:

The main duties of the post will include:

- Maximise awareness, understanding and interest in innovative and inspirational ways, in several ECS business products and services to Wivenhoe House and University staff, students and public where appropriate via digital, print and in-person marketing techniques.
- Recommend, develop and implement effective methods of engagement and relationship building with existing customers and prospective customers. Including loyalty schemes.
- Maximise creation of marketing generated leads (enquiries, tours, quotes etc.) and nurturing of those leads to support each business unit strategy, budget, and KPI's.
- Produce marketing materials and communications to support branding and sales of Wivenhoe House and ECS business products and services. Ensure Wivenhoe House and University brand guidelines are met, including collateral produces within the business areas.
- Monitor, evaluate and report on the marketing ROI, activity, effectiveness and impact. Including loyalty schemes.
- Establish and develop effective liaison and collaboration with all business operations staff.



- Establish and develop close links and relationship with all internal University stakeholders (Marketing & Student Recruitment, Students' Union, Internal Comms) ensuring a positive experience and engagement with business areas you support.
- Provide meaningful market research and trend analysis in order to influence business decisions.
- Plan and attend events such as Arrivals Day, Welcome Week and Fresher's Fair (some evening/weekend work).
- Lead, minute and attend regular marketing meetings with business areas; on occasion deputising for the Marketing and Communications Management or other marketing colleagues at other relevant planning meetings.
- Ensure compliance with GDPR and accessibility regulations are met with regards to marketing activity within the business areas under your remit.
- Assist with internal staff communications and events, sometimes leading on them.

Any other duties as may be assigned by Wivenhoe House Business Development Manager, Wivenhoe House General Manager and the UECS Marketing Manager or their nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Person Specification

Job Title: Hotel Marketing Officer

Qualifications/Training:

	Essential	Desirable
▪ Degree with relevant marketing work experience	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Professional Chartered Institute of Marketing qualification	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Experience/Knowledge:

	Essential	Desirable
▪ Knowledge of UK Higher Education sector and an understanding of landscape for university students and staff	<input type="checkbox"/>	<input checked="" type="checkbox"/>

▪ Experience of working in a complex environment with multiple stakeholders	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Knowledge of the hospitality / events industry	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of co-ordinating multiple tasks to tight deadlines including project management, briefing designers and suppliers as well as working with clients	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent digital marketing and communications experience, with ability of creating and developing organic and paid campaigns, including SEO and writing for the web	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working with social media campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of producing marketing campaigns across a broad range of channels	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working with social media campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience in the marketing of accommodation, meeting and events sector	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ To deliver marketing strategies and activity plans	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ The management and growth of customer data	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Tracking company results including ROI of each activity	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Working with third part agencies to deliver creative on and offline campaign's	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Supporting in the management of press releases and PR activity	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Skills/Abilities

	Essential	Desirable
▪ Evidence of excellent interpersonal/communication skills; interacting with a wide variety of stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Evidence of creative skills to generate and implement effective marketing campaigns across a broad range of channels	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ The ability to write clearly and concisely for various audiences with excellent attention to detail and proof-reading skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of e-marketing campaigns including social media and writing for the web	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Financial, budgeting and spreadsheet experience	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ The ability to work under pressure both independently and as an effective member of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Chairing marketing meetings and producing monthly marketing reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Commitment to following the University of Essex equality and diversity policy	<input checked="" type="checkbox"/>	<input type="checkbox"/>

* The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post. For further information about UK immigration requirements please follow this link <https://www.gov.uk/government/organisations/uk-visas-and-immigration>