

We are looking for bright, engaged individuals to join our dynamic and friendly team.

Supercity Aparthotels are...

... a family-owned brand of boutique aparthotels with properties in London, Manchester and soon to be Brighton. We offer all the advantages of an apartment with many of the benefits of a hotel, all with our signature touch of style, charm and sophistication.

Since 2009 we have led the way in superior and stylish serviced apartment hotels; we're all about providing a luxurious, private and relaxed environment with a "professionally informal" service – mainly for business travellers and extended stay guests.

We're a growing business looking for hospitality superstars to join the Supercity family – we're looking for fun, passionate and ambitious people with an interest or previous knowledge of the industry. We love what we do; we're passionate about it, so joining Supercity Aparthotels means becoming part of a collaborative way of working where everyone's thoughts and ideas are encouraged and celebrated.

What's in it for you?

- Be a part of a family-run business with the opportunity to influence how we do things
- Join a growing business with plenty of opportunities to develop yourself (and others)
- Benefits including employee and friends and family rates
- Team building and away days
- A strong team structure; creating a supportive and friendly work environment
- Learn from the best through a structured induction and in depth training

We're looking for...

... a Marketing genius to drive our brand communications and raise awareness of our unique product in an emerging hospitality sector.

Strong brand values and communications from all areas of the company and across all teams is imperative if we're to drive home our unique product and service, the tone is set in this department and we're looking for someone who can take that responsibility and filter it out to all aspects of the business.

This is a creative and varied role and we're looking for someone who can focus on the different demands that come with marketing an established product and brand-new openings at the same time. You will have full scope across online, in-house and print mediums to enhance the brand experience for our guests and to attract new business from targeted demographics.

This is an opportunity to develop and hone your marketing style within a relaxed company that knows its own tone of voice but likes to err on the side of quirky.

Key responsibilities

- **Ownership of the Marketing dept:**
 - Development and implementation of the marketing strategy and analysis.
 - Managing the digital assistant.
 - Reporting to Senior Management.
 - Input on the dept's. annual budget.
- **Guide all agency and external resources:** to include PR agency, photographer, design / branding, SEO etc.
- **Brand Development and Awareness:**
 - To include all brand communication; in-house, online, written, oral and visual as per our brand guidelines.

- Production and delivery of all marketing assets and collateral, to include in-house documents, sales brochures and merchandising etc.
- Create and implement company content strategy.
- **Website:**
 - Development and improvements, content reviews and updates, blogging, optimisation and PPC.
 - Close management of our booking engine and SEO provider, (Avvio).
 - Analytics and data monitoring.
- **Social Media:**
 - Responsible for the curation of all social media channels (Facebook, Instagram, LinkedIn and Twitter).
 - Community management
 - Paid ads
 - Digital campaigns
- **Email:**
 - Produce and deploy email campaigns / news letters in conjunction with content calendar and offers.
- **Booking Agents and OTA's:** a quarterly content review and analysis.

Competencies / Skills / Knowledge

Required

- Educated to Degree level
- MS Office
- Adobe, Illustrator Photoshop and InDesign
- Mailing tools
- WordPress
- Social media platforms
- Previous marketing experience in an aparthotel, hotel or equivalent
- A proven track record in marketing and clear evidence of a ROI
- Excellent communication and interpersonal skills
- Exceptional level of attention to detail
- Good commercial and financial awareness
- Strong organisational skills
- Strong verbal and written communication skills including report writing – Essential
- Able to embrace, promote and drive change

Desired

- Marketing or Hospitality qualification
- HTML knowledge

Package

- Salary: £32,000 - £34,000 p.a.
- Hours: Monday – Friday, 9am – 5pm
- Holiday entitlement: 20 days p.a. + bank holidays
- Pension and healthcare
- Bonus Potential: 20% of Salary based on KPI's and the company's financial performance.

This job description is intended to illustrate the key responsibilities of the job of Marketing Manager. It is not intended to be exhaustive and you are advised that the responsibilities may change from time to time.