

# THE STRATFORD

## Digital Marketing Manager

### What you'll do...

- Become an asset to your team and the business
- Embrace the opportunity, get involved and add to our awesome company culture while having fun
- Help drive online traffic and implement new customer acquisition strategies using a mix of digital marketing channels
- Aim to grow reach, engagement and key conversion metrics across all channels
- Implement SEO best practice on websites to guidelines provided by our digital agency and industry standards
- Notify and assist Marketing team of any updates that need to be made to website content and ensure that websites are optimised to improve search rankings
- Make recommendations to optimise and improve the customer journey & user experience across website
- Assist with search PPC, liaising with agency and understanding all reports and experience with retargeting customers
- Monitor online performance using data from Google Analytics and any agency dashboard reporting tools
- Input into the evaluation of ROI from all digital activity and make recommendations for future enhancements to the approach
- Work with DOSM to manage relationships with digital agency, press agencies and in-house HODs
- Monitoring of comments on social media and booking engines like TripAdvisor
- Work with the in-house central calendar to create content relevant for social or paid advertising relating to things such as local sporting events
- Support marketing team with social media content, distribution and promotion
- Manage CRM/Email marketing database for hotel, lofts and F&B outlets and provide monthly reporting, understanding segmentation when required
- Oversee CRM activities for hotel, lofts and F&B outlets
- Implement gift card strategy
- Manage all pre-arrival/post-arrival and repeat comms to hotel guests
- Manage in-house Loft communication app working with the loft team on messaging
- Coordinated updates to in-room tablet content

### What we are looking for...

- Digital agency or hospitality background
- 3-5 years digital marketing implementation experience
- A keen interest in digital marketing tools and techniques
- Genuine enthusiasm for digital marketing & web technology
- Fundamental knowledge of Search Engine Optimisation
- A good knowledge of pay per click advertising, particularly Google AdWords and keen to undertake training to develop skills
- Be comfortable using Google Analytics, able to navigate the system and pull out data required
- Good knowledge of advertising on Facebook and Instagram amongst other platforms
- Organised and proactive with a keen eye for detail and able to work in a team
- Excellent standard of written English skills
- Excellent working knowledge of Excel spreadsheets

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## What's in it for you...

- 28 days holiday (including bank holidays) increasing 1 day per completed year up to 33 days, pension and life insurance
- A health cash plan, through which you can easily claim money back on things like dental, physiotherapy and contact lenses
- Take care of your physical & mental wellbeing through a support help line, gym discounts and wellness classes
- Treat yourself with lots of retail & hospitality perks through our partners
- Freshly cook food during your shift
- Excellent discounts in stays and across all our F&B outlets
- Lots of opportunity to progress and switch it up as part of a global family of brands
- Training to get you settled into your role, learning academies to broaden your skillset and development that helps you think, make and thrive at work
- Opportunity to join our unique GROW academy and learn skills that you last you a life time, from outstanding Hospitality professionals