

## MARKETING MANAGER

**FLI Hospitality Management** is a hotel management company uniting several international hotel brands in Belgium and France. Our company is a fast-growing business, with an ambition to acquire more properties in the Benelux, characterized by an open atmosphere where we value teamwork.

To support our growth, we are looking for a strong **Marketing Manager** to strengthen our head office team and support the hotel portfolio.

You will be working in partnership with our local hotel teams and GM's and will be reporting to the Director of Sales and Marketing.

Our office is based in Antwerp and regular visits to the hotels will be required (including Ghent, Antwerp, Hasselt, Liège, Calais).

## FOCUS

The Marketing manager responsibilities will include devising, tracking and analysing the performance of online and offline advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with the relevant brand identity.

To be successful in this role, you should have hands-on hospitality marketing experience and be able to turn creative ideas into effective advertising projects through a wide range of online and offline marketing channels.

## JOB OBJECTIVES

- Develop yearly marketing plans with tangible targets based on the FLI hotels current proposition and long-term goals, including potential refurbishments and repositioning.
- Plan and distribute the marketing budget accordingly to the marketing plan.
- Implement marketing tactics to help meet the goals and objectives of the hotels.
- Monitor spend and return per each marketing activity.
- Analyse weekly/monthly performance across channels and provide optimisation recommendations.
- Develop and support the creation and implementation of hotels' Social Media plans including measurable success metrics.
- Work closely with corporate and hotel teams, creating task schedule for the hotels and supporting teams in the on-property implementation of marketing tactics.
- Actively seek new ideas to improve communication with our guests and increase guest's satisfaction.
- Maintain and develop hotels own websites, FLI website and third-party websites through content Management System and extranets.
- Plan and organise digital marketing campaigns, aiming to increase website traffic and conversion.
- Develop the FLI corporate brand identity.
- Be the brand identity expert including Hotel Brand levels guidelines (e.g. IHG - ACCOR).
- Produce valuable and engaging content for our websites and blogs, adapted to that attracts and converts our target groups.

- Create and produce online and offline mailings on behalf of FLI and the hotels.
- Oversee the process of designing, creation and production of promotional material, as well as merchandising collaterals (including ordering corporate collaterals).
- Design, create and co-ordinate advertisements, (news) articles and placement, as well as promotional materials within the FLI hotels corporate and brand guidelines.
- Be the main contact person for press and media in regard to FLI group and individual hotels: co-ordination on information regarding activities, events and ensure correct usage of visual materials per corporate and brand guidelines.
- Ensure correct product positioning in written and promotional materials, descriptive texts and visuals (internal and external), within corporate FLI guidelines (Dutch, French and English).
- Proof-read all materials for external use.
- Plan and organise hotels' videos and photoshoots.
- Build strategic relationships and partner with key industry players, agencies and vendors.
- Actively search for new online and offline marketing and advertisement opportunities.

## PERSONAL SKILLS

- You combine a Bachelor's degree with at least 3 years of experience in Marketing and Social Media in a similar environment.
- Previous experience with handling and coordinating press requests, agency management and maintaining brand identity.
- Understanding of key business indicators and competitive trends, both online and offline.
- Digital and Social Media Experience, including website management, set-up and optimization of paid media campaigns (e.g. Google Adwords).
- Good Knowledge of MS Office and the creative cloud (e.g. Adobe Design Premium, Adobe Photoshop CC).
- Excellent Dutch, French and English language skills (written and oral).
- Hands-on mentality and pro-activeness.
- Organizational and self-driven talent, with attention to detail and project management skills.
- Team Player with strong communication skills.

## WE OFFER

- We offer a stimulating atmosphere where we embrace autonomy and where you can develop your talents in an ambitious company.
- We will provide a competitive salary package according to your experience including a very attractive group and hospital insurance and 12 extra compensation days.

## CONTACT & APPLICATION

Please send your detailed CV and supporting documents to [career@fligroup.eu](mailto:career@fligroup.eu) to the attention of Mrs. Tine Smets, Director of Human Resources.