

HEAD OF MARKETING

We are currently seeking a highly experienced Head of Marketing to develop and oversee the complete marketing strategy for Corinthia Hotel London, using creative, innovative and trackable tactics that enhance, develop and generate a commercial return on investment for the hotel.

Scope and Purpose

This role is the guardian of the Corinthia Brand, ensuring any creativity be it print or digital adheres to the agreed brand look and feel but also reflects the distinctive soul of Corinthia Hotel London. Key focuses include:

- **A Strategic Approach:** define, create and implement the marketing strategy for Corinthia Hotel London and its outlets
- **Digital demand generation:** take responsibility for the commercial performance of the brand website and other distribution channels. Create and drive a marketing strategy that is demand generating, revenue focused and innovative.
- **Partnership Marketing:** develop and manage relationships with all relevant “on brand” partners that are beneficial to the company
- **Innovation:** take an innovative approach across all marketing activities and ensure that new digital initiatives are understood and fully resourced

The Head Of Marketing will ensure an intelligent, logical and open-minded approach is taken to devise, explore and maximise all marketing opportunities for the hotel. You will also work closely with head office colleagues in Marketing, PR and Communications to maintain and develop a group-wide approach to marketing activities.

Entry Requirements

We are looking for individuals that understand what it takes to be the best and preferably with proven success in a similar environment.

Other skills that will need to be demonstrated include:

- Previous experience in a senior marketing management role from within the luxury hospitality or luxury retail sector is essential
- Proven track record in e-commerce, SEO, PPC, Email marketing, Google Analytics and social media platforms, with experience of implementing end-to-end campaigns with demonstrable ROI
- Strong communication skills, especially written skills for producing high quality content
- A strong understanding of the online sales funnel and ability to develop ways that Corinthia Hotel London can interact with its customers at every step and maximise revenue
- Ability to track and optimise marketing performance against a variety of company and industry metrics, producing regular reports

- Organisational skills with ability to deliver a high volume of quality work under pressure and to tight deadlines
- Qualified member of the CIM or equivalent preferred
- Creativity and innovation
- Pride and attention to detail in your work
- The finest personal presentation
- Distinctive, professional and warm personality

Benefits include:

- Highly competitive salary plus bonus
- Single cover private medical insurance
- 28 paid holidays per annum (inc. bank/public holidays)
- Complimentary dry cleaning of business attire
- Complimentary meals on duty
- Discounted Salon, Spa, Food and Beverage and accommodation rates in London and across the Corinthia Hotels International portfolio
- Online benefits platform with extensive discounts on dining, retail etc.
- Professional learning and development programs
- Extensive recognition programs and length of service awards
- Enhanced pension entitlement
- Season ticket loan
- Childcare voucher scheme

About Corinthia:

Corinthia Hotel London combines contemporary flair with traditional grandeur. Situated in the cultural heart of the capital, the hotel features 283 beautifully appointed bedrooms, including 7 penthouses and 51 suites, with 24-hour flexible check-in/check-out, elegant lounges, restaurants and bars and the largest, most breath-taking spa in London.

A career with Corinthia Hotels provides you with a wealth of exposure and experience in genuine hospitality. We believe in delivering a quality service through the execution of high standards as well as the individual contribution of every team member.

We take pride in living our service promise – the Craftsmanship of Care – and we shall make sure that you are provided with a repertoire of skills that will transform you into an expert in luxury hospitality. We believe in the personal and professional development of our team members and it is part of our mission to promote committed and promising individuals to future leadership positions within Corinthia Hotels.

Eligibility

In line with the requirements of the Asylum & Immigration Act 1996, all applicants must be eligible to live and work in the UK or be able to obtain the required eligibility. Documented evidence of eligibility will be required from candidates as part of the recruitment process.