

DIRECTOR OF ONLINE MARKETING

We are a collection of individually designed, distinctive five-star hotels. Each of the luxury hotels and resorts we have created in some of the most intriguing areas of the world is a unique tribute to local architecture and cultural traditions. Each member of our extended family is committed to the values of honest and discreet service - a service best described as 'Craftsmanship of Care.'

We are seeking to recruit a Director of Online Marketing to join our team in our offices in Floriana.

If you live and breathe digital marketing, we want to talk to you. Reporting to the Senior Vice President, (Distribution, Loyalty, Partnerships & MIS), you will develop, implement, track and optimise our digital marketing campaigns across all channels, most importantly Corinthia.com.

The main responsibilities for the selected candidate include:

- Managing Pay-Per-Click campaigns
- Search Engine Optimisation of Corinthia sites including link building strategy and on-site optimisation
- Using Google Analytics to ensure decisions are based on facts
- Identifying new ways to generate traffic such as targeted travel blogs
- Increase understanding of online booking patterns by analyzing demographics, geo source, search words, search engines utilized and online channels
- Evaluating the performance of our branded websites and give suggestions for how to promote and improve the presence of the hotel on the web, with the intention of increasing bookings
- Conversion rate optimisation
- Evaluating distribution channel performance(costs, commissions, number of reservations, revenue)
- A/B testing: this involves testing new designs and improving web pages, including the sales funnel
- Identifying and targeting market segments booked through traditional offline channels that may successfully be driven online
- Training hotel teams and working to develop an innovative 'internet culture' within the hotel environment

The selected candidate would ideally:

- Have 5 years' experience in a similar role
- Be a pragmatic individual with an eye for detail
- Possess a BA or higher