

Manager/Deputy Manager/Assistant Manager, Brand Marketing

Reporting To:	Corporate Manager, Marketing
Functional:	Marketing
Scope:	Pan India
Grade:	FM 3/4
Supervises:	1-2 Assistant Managers / Executive / Trainee

Main internal contacts	<ul style="list-style-type: none"> Executive leadership for Fortune Park Hotels Ltd Sales, Marketing and Distribution Team Human Resources team Owners of Fortune Properties General Managers of the Units HOD's and Executives of Fortune Hotels CHQ- Operations Support HODs
Main external contacts	<ul style="list-style-type: none"> Industry and non-industry Associations / Forums Industry and non-industry publications Prospects- owners of existing hotels with competition or under development Vendors Consultants Fortune suppliers

Main objective / Context

Responsible for an enthusiastic Communications Specialist to manage our external and internal communications. S/he will promote a positive public image and control the dissemination of information on our company's behalf.

Phenomenal communication and copywriting skills make a strong communications specialist. Experience in corporate communications and project management are important qualities too. His/her enthusiasm and positive attitude will help us gain the trust of colleagues and external parties alike.

Main responsibilities & duties

■ Key Deliverables

- ❑ Development of a Marketing Plan aimed at stimulating business
- ❑ Responsible for campaign and project management of all media placement
- ❑ Source opportunities for inclusion of the hotel on major clients' intranet sites to stimulate business
- ❑ Management and evolutionary development of the hotel brochures, printed material, advertisements, documents and promotional material.
- ❑ Increasing brand awareness within all market segments.
- ❑ Source marketing opportunities with the various travel websites.
- ❑ Make recommendations to revenue management on competitive pricing on as needed basis.
- ❑ Development of our past guest database to be utilised in targeted email mailing programs.
- ❑ Continual exploration and implementation of leisure marketing opportunities which will drive business into the hotel, with particular emphasis on third party promotions.
- ❑ Preparation of weekly report.
- ❑ Undertake site inspections and/or entertainment of clients, as appropriate.
- ❑ Participate in weekly sales meeting and other unscheduled meetings, as required.
- ❑ Actively participate in the compilation of the annual business plan for Sales and Marketing and any other reports requested.
- ❑ Represent the hotel/brand at relevant industry events.
- ❑ Ensure thorough understanding of all the brand sales and marketing programs.

■ Stake holder / Owner management

- ❑ Being in touch with owners / owning board / OB representative on regular basis.
- ❑ Ensuring that the FPHL Value Proposition to the OBs/ Units are delivered and also adequately marketed/ communicated to the OBs.
- ❑ Having regular informal conversations with the owners and handling their issues sensitively adopting a win-win approach.
- ❑ Encouraging OBs to adhere to the terms of the agreement.
- ❑ Ensuring that the Outstanding with the Units do not go beyond 40 days from the invoice date.

■ Cyclic Work

- ❑ Develop effective corporate communication strategies
- ❑ Manage internal communications (memos, newsletters etc.)
- ❑ Draft content (e.g. press releases) for mass media or company website
- ❑ Organize initiatives and plan events or press conferences
- ❑ Liaise with media and handle requests for interviews, statements etc.
- ❑ Foster relationships with advocates and key persons
- ❑ Collaborate with marketing professionals to produce copy for advertisements or articles
- ❑ Perform "damage control" in cases of bad publicity
- ❑ Facilitate the resolution of disputes with the public or external vendors
- ❑ Assist in communication of strategies or messages from senior leadership

Technical skills

Business Skills	Excellent analytical, problem solving skills & logical ability Minimum 2 years of relevant experience S/he should have desire and ability to think from the Customer's perspective Should have Ability to translate strategies into execution plans and take them to completion Should have Strong interpersonal skills to work with multiple stakeholders
Computer Skills	Advanced PC skills including Word, Excel, PowerPoint and Outlook. Should be able to independently create business case presentations, detailed excel reports/ analysis for internal/ external stakeholders Should be able to use Sales Force automations and drive utility.
Communication Skills	Demonstrated effectiveness in written and verbal communication
Business Travel	As and when required

Education/Experience

Education	Bachelor's degree and M.B.A is sales and Marketing required
Experience	Experience managing to brand standards, Minimum 5 Years of hotel sales experience

FPHL Leadership competencies

STRATEGIC MINDSET	<ul style="list-style-type: none"> • Demonstrates foresight • Demonstrates conceptual ability • Displays ability to sense emerging changes. • Spots trends and patterns and identified key issues from a mass of data/information. • Grasps information quickly; picks up nuances, subtleties. • Understand hoe his/her role impacts others in the function. • Displays a logical thought process in day to day operations. • Information from diverse sources to make effective ground level decisions. • Recognises implications of decisions and alternatives.
	<ul style="list-style-type: none"> • Can see things through the “eyes of the customers.” • Is aware of internal and external customer needs.

CUSTOMER FOCUS

- Has a fair understanding of the business.
- Looks at work issues from the customers' point of view.
- Is always pre-occupied with delivering the value proposition of the business.
- Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.
Is able to discern the various elements of the company's competitive vis a vis competition

MAKING THINGS HAPPEN

- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.
- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an ongoing basis.
- Execute all relevant compliances and documentation within prescribed schedules.

LEADING CHANGE

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focuse4d to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

PEOPLE LEADERSHIP

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behavior.
- Is confident but not arrogant.

- Involves in the resolution of problems.
- Brings energy and direction to activities.
- Shares experiences and information with team members.
- Demonstrates commitment to the team and supports team decisions

STAKEHOLDER MANAGEMENT

- Understands the expectations and desires of various partners (property Owners and Owning Boards) and translates them effectively into business goals.
- Nurtures strong business partner relationships with key vendors/suppliers at a strategic level.
- Maintains a valuable network of contacts across business areas to drive and support initiative.
- Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.
- Is able to safeguard company interest while managing Owner's tactfully.

Acceptance of Position Description

I, _____, have read and understood the contents of this document and have gotten my questions pertaining to the role answered.

Signed: _____

Date: _____