

Interactive Media Specialist for PHR – F&B and Hotels Divisions

Reporting Relationship

The Interactive Media Specialist reports to the Marketing Communications Manager

Job Summary

The Interactive Media Specialist will work collaboratively across departments and external clients with the Marketing Communications Manager to create and execute marketing campaigns for PHR's F&B outlets and the hotels division for the following properties: Hilton Virginia Beach Oceanfront, Hilton Garden Inn Virginia Beach Oceanfront, The Cavalier Hotel, Marriott Oceanfront and the Norfolk Hilton The Main.

The Interactive Media Specialist will work in a creative partnership with PHR's Creative team and digital agencies in order to conceive, develop, and produce effective advertisements and campaigns. The Specialist will be required to work on several marketing initiatives at once, under pressure, meet tight deadlines and will be empowered to manage the company's social media channels and communicate directly with guests and clients with minimal input from management. This role will manage social media channels, assist with maintaining website content, and will need to project manage the development of videos, e-mail blasts and additional marketing materials.

Responsibilities

Assist the Marketing Communications Manager and the Vice President of Marketing with developing and executing the following:

- Email campaigns for the hotels and F&B outlets
- Content updates to websites utilizing the CMS – ensuring specials are up-to-date, post events to calendars, update promo tiles, seasonally appropriate photos, etc.
- Write scripts and shoot/edit video content for the portfolio for use on all property websites and social media sites
- Manage development of video and other digital assets according to approved budgets
- Create copy for email campaigns, websites, print/online ads and other marketing materials
- Attend weekly marketing meetings for both the hotels and F&B divisions and provide ideas and updates on upcoming initiatives and campaigns
- Manage content and responses on F&B and the hotels' social media pages - Facebook, Twitter, Pinterest pages, Instagram and YouTube
- Manage response templates on Revinate (Reputation Management Tool), as needed
- Work with in-house Creative Director and/or Graphic Designer on print/online ads and emails
- Assist with optimizing iHotelier, VFM Leonardo, OTAs and other meta search sites with accurate and compelling content

- Help maintain brand identity for each restaurant and hotel, as well as the company, Gold Key | PHR Hotels & Resorts

Skills Required

- Excellent written communication skills and self-motivator
- Knowledge and experience with HTML and Adobe Creative Cloud programs – Photoshop, Premier and Dreamweaver
- Experience managing social media marketing – Facebook, Twitter, Pinterest, Instagram, YouTube and Google+
- Video editing experience in Final Cut or Premiere
- Initiative to stay current with best practices for online marketing in the hospitality industry

Educational Requirements

- General Education High School Diploma Required
- Bachelor's degree or higher in Business, Communications, English or Journalism preferred

To apply visit: <https://salary-goldkeyphr.icims.com/jobs/2001/interactive-media-specialist/job?mobile=false&width=994&height=500&bga=true&needsRedirect=false&jan1offset=-300&jun1offset=-240>