



Marketing Manager

Part-time position with potential to become full time.

DUTIES OF THE MARKETING MANAGER:

- Manage all marketing aspects for The Ivy Hotel and Restaurant Magdalena
- Participate in developing the marketing strategy for the company in line with company objectives.
- Act as on-site contact with PR agency
- Act as on-site contact with digital agency, overseeing SEO/SEM, content creation, blog, etc.
- Update website as needed
- Responsible for developing and communicating hotel/restaurant marketing programming, managing the marketing calendar, and working closely with departments as needed to execute
- Oversee the company's marketing budget.
- Creation and publication of all marketing materials, collateral and online campaigns
- Manage and improve lead generation campaigns, measuring results
- Overall responsibility for brand management and corporate identity
- Monitor and report on effectiveness of marketing communications.
- Maintain effective internal communications to ensure that all relevant parties are kept informed of marketing objectives.
- Cultivate and extend local partnerships
- Attend sales blitzes (split with sales manager)

REQUIREMENTS OF THE ROLE:

- Marketing experience
- Strong analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.
- InDesign experience preferred
- Willingness to "wear a lot of hats" - as a small property, you can expect to have the opportunity to pitch in wherever needed
- Strong local knowledge and contacts preferred

Please send resume and cover letter to employment@theivybaltimore.com.