



JOB POSTING --- Marketing Manager

Hotel Julien Dubuque is seeking a **Marketing Manager**. Responsibilities include but are not limited to the following:

Social Media/Public Relations:

- Determine and track clear objectives: growth of likes, reach, engagement, leads, and sales
- Utilizing Hotel Julien Dubuque's brand standard, create visual content that is engaging and compelling
- Develop solid content strategy
- Engagement – Listen, respond, and ask questions of followers quickly and thoroughly
- Responsible for the composition and distribution of press releases
- Serve as the media contact for travel writers and reporters
- Collaboration with department managers to create strategic plans for promotions and events

Web/Email Marketing:

- Responsible for website updates and maintenance
- Template design and content composition for all email marketing campaigns
- Grow and update email marketing database
- Compose and share blog posts

Graphic Design:

- Design all print and outdoor advertisements
- Design collateral including but not limited to: rack cards, elevator signs, sales kits, menus, signage
- Design graphics for website, social media, and email marketing campaigns

Essential Duties:

- Curate relevant content to reach ideal customers
- Create, curate, and manage all published content (image, video, written)
- Conduct online advocacy and open stream for cross promotions
- Oversee design and content: Facebook, Twitter, Instagram, Pinterest, and Google+, and all other relevant platforms
- Monitor trends in Social Media tools, applications, channels, design, and strategy
- Monitor best practices to measure the effectiveness of social media campaigns
- Analyze, review, and report on effectiveness of campaigns
- Answer all guest reviews (negative and positive) on Trip Advisor and Yelp
- Answer all negative reviews on Living Social, Groupon, and Travelzoo

Qualifications:

- Possess knowledge and experience in traditional marketing.
- Demonstrate creativity and documented immersion in social media
- Exhibit the ability to track effectiveness through marketing analytics and adjust strategy accordingly
- Display in-depth knowledge and understanding of Social Media platforms (Facebook, Twitter, YouTube, Instagram, Pinterest)
- Must demonstrate excellent writing skills
- Maintain a working knowledge of the blogging system as relevant to hotels, restaurants, weddings, lounge, and spa
- Display ability to effectively communicate information in written and video format
- Work well with a team and have the confidence to take the lead and guide other associates in regard to content development, creation and editing of content, online reputation management, and promotion
- Maintain a working knowledge of SEO including keyword research
- Must be proficient in WordPress, Adobe Photoshop, and Adobe InDesign

If you are interested in this position, please submit your resume to Dwight Hopfauf, General Manager: gm@hoteljuliendubuque.com