

MANAGER/ASSISTANT MANAGER – CORPORATE COMMUNICATION

QUALIFICATIONS:

MBA / PGDBM – Marketing specialization

EXPERIENCE RANGE:

- 6 to 7 years of experience in Marketing, PR and Corporate Communication.

KEY ROLES & RESPONSIBILITIES:

- Devise marketing strategies to counter competition and attract investors with unique value propositions.
- Handling Media Relations, Public Relations, Corporate Communications and internal communications.
- Coordinating with advertising agencies, media planning, event agencies, managing publicity campaigns, monitoring annual budgets etc.
- Assist in financial PR – quarter results | financial announcements
- Digital Marketing. Creating buzz with Social Media platforms like Facebook, Twitter, LinkedIn etc.
- The incumbent will also be responsible for promotions, corporate tie-ups & strategic alliances & co branding activities at the corporate office and hotels
- Catchment engagement & local marketing initiatives
- Analysis of the efficacy of the marketing programme
- Work closely with the PR Agency to build efficacy and positive advocacy for the brand
- Oversee some of the hotel brands for the business – weaving in brand PR. This will require relations in new age media and digital press
- Co-ordination with agencies and liaisoning to ensure smoother execution of tasks
- Monthly review of the marketing initiatives & incorporate correctives measures

KEY SKILLS:

- Excellent English communication skills – both verbal and written.
- The candidate should possess good knowledge on marketing, branding, advertising, market research, sales and commercial management.

LOCATION:

Bandra Kurla Complex, Mumbai

REPORTING TO:

CEO & MD Of Chalet Hotels Limited

WEBSITE

www.chalethotels.com