

WE ARE HIRING!

Marketing and Brand Executive

Atlantica Hotels & Resorts, the largest hotel chain in Cyprus and Greece, is seeking to recruit an experienced professional for the position of Marketing / Brand Executive to be based in Limassol.

Key Responsibilities:

The successful candidate will report directly to the Marketing Manager and will be expected amongst other, to:

- Take part in the execution of the company's marketing plan.
- Plan and coordinate specialized awareness campaigns, within the Source Markets and Source of Business Atlantica Hotels & Resorts operates.
- Utilise data for marketing campaigns, questioning the organisation's databases and external data.
- Report on the effectiveness of marketing campaigns using pre-determined KPIs.
- Monitor, analyse and record the current market needs and competition, as well as benchmark other companies in the Hospitality industry.
- Enhance the corporate image, through various events, online and offline, etc.
- Analyse customer loyalty data and produce customer loyalty strategies (B2B and B2C).
- Work closely with the Sales Managers, and Operation Managers for the development of promotional materials and activities.

Desired abilities, experiences and Qualifications:

- University Degree in Marketing, PR & Communications, Business Administration or any other related discipline.
- A Master's Degree in Marketing or an MBA will be considered an advantage.
- At least 2 years of working experience in a similar position in large organisation operating preferably in the Hospitality sector.
- Flexible to travel across Europe and locally.
- Ability to understand and analyse numerical and statistical data.
- Advanced communication and presentation skills.
- Innovative / Creative thinking.
- Strong attention to detail.
- Result oriented.
- Excellent command of the Greek and English languages German and/or Russian knowledge will be considered an advantage.

Remuneration:

An attractive and competitive remuneration package, will be offered to the successful candidate, according to qualifications and experience.

Applications:

All applications will be treated with the strictest confidentiality. Interested applicants should forward their Curriculum Vitae and a cover letter, no later than 13/08/21, quoting the associated job title to atheodorides@atlantichotels.com.