

Are you a curious person with a passion for the hospitality industry? Have you ever wanted to gain deep know-how in digital marketing for hospitality? Welcome to Positioner.

Who are we?

We position. On point.

Our team consists of people with different areas of expertise and talents who support hotels in their differentiated positioning in a highly competitive market. To do this, we work down to the very last detail to help a hotel brand create a meaningful and sustainable experience along the customer journey. Our strategic and data-analytical approach is paired with our understanding of design and psychology. Our engine: digitalisation! Twenty-five years of dedication and creativity are expressed in Swiss precision, a global network and a dash of Italianità.

Our partners?

International and unique. Our clients are hotel affiliations, luxury, boutique and design hotels. This includes renowned hotels such as Le Sirenuse, Les Trois Rois, Passalacqua Lake Como, Six Senses and The Cambrian Adelboden.

For the marketing performance and business consulting department, we are looking for a

Hospitality Digital Marketing Specialist / Manager (50-100 %)

Your areas of responsibility are:

- Planning, budgeting, and delivering the hotel's digital marketing campaigns
- Creation of digital marketing strategies in line with the brand and positioning of the hotel partner
- Analysing and interpreting data to make recommendations and strategic planning
- Performance check and objectives reached as previously defined in the strategic plan with the hotel
- Creation of reports and reporting dashboard for campaigns performance evaluation
- Building professional relationships with our partners through recurring periodical calls
- Coordination with technical and creative teams to deliver quality outputs
- Delivery of quality work efficiently (according to the time allocated for the tasks) and according to the time pre-established with the client
- Consulting our partners on hospitality topics related to marketing
- Guarantee customer retention
- Upselling capabilities to enlarge customer engagement and services adoption by partners
- Implementation of new marketing process from methodology into action

Your Profile

- Higher education degree in the field of business management/business administration/marketing
- Minimum 3-5 years of working experience in a marketing
- Experience in the hospitality industry and operational know-how
- Excellent written and verbal English (Level C1)
- Proficient with digital marketing tools (e.g., Google Analytics, Google Ads, Meta Ads, Tik Tok, Metasearch)
- Highly skilled in data analysing
- A high degree of self-initiative as well as an independent and result-oriented working style
- Pragmatic mindset with a high problem-solving orientation
- A structured, focused, precise, analytical, and proactive way of working
- Ability to successfully manage multiple delivery streams and projects simultaneously
- Excellent presentation skills
- Project management capabilities to coordinate internal and external resources and execute projects in teams
- Empathy skills are also needed to engage with the clients and predict/anticipate their needs

Our Offer

- Work in an attractive international environment with well-known hotel brands
- In-depth insights and transfer of expertise in the areas of digital marketing and hospitality
- Strong teamwork and flat hierarchies with development opportunities in a family environment
- Home office/distance working possible (mandatory two days working in our Ticino office)
- Flexible working hours
- 5-day week with 42.5 working hours (100 %)
- Four weeks of paid holidays and 15 public holidays per year (100 %)
- Special rates in all Swiss Deluxe Hotels (upon the availability of the hotel)

Are you interested? Please apply here: <https://wgwnkzqch7p.typeform.com/D-Marketing>

Applications via email will not be considered.

For specific questions, please send an e-mail to matteo.desantis@positioner.com



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