



<b>Job Title:</b>	Sales & Marketing Executive
<b>Reports to:</b>	Sales & Marketing Manager & General Manager
<b>Main Purpose of Job:</b>	To assist the Sales & Marketing Manager to promote the Hotel facilities to prospective Guests/Clients and to constantly Market the Hotel where possible through Website, Social Media, Sales Calls, PR and Advertising.

#### **Outline Job Description**

Main duties inclusive of, but not limited to the following on Direction of Sales & Marketing Manager.

##### Advertising

- Fielding Advertising requests and preparation of weekly analysis for S&M Manager.
- Preparation and placement and proofing of all Advertising
- Analysis of ROI on all adverts placed
- Ability to create Editorial copy for local and national media as necessary

##### Website

- Content updates
- Maintenance
- Analysis in conjunction with Google Analytics
- Rate & package updates

##### Social Media

- Facebook
- Twitter

#### Guest Communication

- Mailshot
- Hotel Ezine
- Spa Ezine
- Analysis on ROI of above

#### Database

- Maintenance
- Additions

#### Third Party Website Management

- Content Management
- Alterations to Rates & Availability

#### Competitor Analysis

- Local & National

#### Filing

- Appropriate Filing of all Documentation

#### Conference & Incentive

- Assist with Sales, Quotations and Event Management

#### Promotional Collateral

- Design and Maintain all Internal Sales Documents
- Monitor & order brochure stock as necessary

#### Shows and Events

- Represent Knockranny House Hotel and Spa at Events as requested