

## **Hospitality Marketing Coordinator**

### **Company Overview:**

Oldham Goodwin Group, LLC is a holding company for a group of integrated companies that brokers, manages, develops, and invests in the real estate sector. Headquartered in Bryan/College Station, Texas, with additional offices in Houston and San Antonio to provide comprehensive brokerage, development, management, and investment services for a variety of property types, in emerging markets, throughout the state.

### **Position Overview:**

Oldham Goodwin Group, LLC is looking for a creative, self-motivated, and detail-oriented individual to join their expanding hospitality team. As a Hospitality Marketing Coordinator, you will work with the marketing team and hotel team to develop new concepts, strategies, and campaigns for each property. You will also oversee the implementation process and manage ongoing campaigns on a daily basis. This includes understanding how to develop and track analytics, a good eye for design and ability to source and edit images, and experience managing paid social ads.

### **General Overview of Responsibilities/Duties:**

- Develop and execute social media strategy, including content creation and engagement to align with brand identity. Adjusting when needed based on seasonality and hotel needs.
- Set clear goals and objectives while growing social following in our key target segments
- Proactively identify new social media opportunities and how to maximize existing opportunities
- Evolve and refine voice and tone of existing social strategy to ensure a best-in-class social experience
- Write and publish regular, engaging content, compelling social campaigns, posts, and other content across Facebook, Instagram, and Twitter, and other emerging platforms.
- Manage monthly content calendar
- Weekly reporting on analytics using tools to monitor and improve digital marketing efforts based on historical data
- Research and build relationships with influencers that support Oldham Goodwin
- Manage on-site media and influencer stays to curate Oldham Goodwin brand experience
- Proactively engage and communicate with our audience, responding to comments/reviews/complaints/inquiries/concerns, in a timely manner and monitoring customer reviews
- Support Sales and Marketing team in on-site promotions and events
- Assist with day-to-day marketing activities
- Become hotel brand marketing expert, continually engaging in continuing education opportunities in order to be aware of and proficient in each major hotel brand's marketing platforms, initiatives, and opportunities.
- Regularly audit hotel websites to ensure up to date content and photography remains, in place.
- Review quarterly SEO reports with hotel brand contacts and assist in execution of recommended changes.
- Use knowledge of marketing opportunities to complete cost and ROI analyses, provide recommendations for paid marketing, and execute approved initiatives.

### **Required Qualifications:**

- Candidate must be proficient using Adobe Creative Suite, including InDesign, Illustrator, and Photoshop. (Graphic design portfolio not required, but highly preferred)

- Photography, copy-writing skills, and content development experience required
- BA or BS from a four-year college or university preferred. Marketing, Communications, or Journalism
- Graphic design experience preferred.
- Candidate must display a level of proficiency with a DSLR camera
- Candidate must display knowledge of AP Stylebook
- Candidate must display a knowledge of web site proficiency regarding HTML & CMS
- Candidate should have basic knowledge in search engine optimization (SEO) and social media management
- Must possess a high degree of professionalism
- Must have excellent written and verbal communication skills
- Must be detail-oriented and organized
- Must be available to travel to markets where hotels operate
- Proficiency or certification in Google AdWords and Google Analytics preferred.

