



Marketing Manager AAA Hotels & Resorts

We are seeking an enthusiastic and talented marketing professional to join our team. Our goal with this post is to provide our new team member with a fun and challenging process of elevating our marketing efforts and enhancing our presence across all platforms and key markets, while elevating experiences for our guests across our resorts.

- **Skills and Requirements:**

- Relevant educational qualifications related to tourism marketing, preferably a degree in marketing, communication, or other related fields as well as 2 – 5 years of experience.
- Experience working in the Maldives tourism industry is an added advantage.
- Excellent communication skills and stakeholder management.
- Analytical skills: identifying market trends, opportunities, and performance.
- Proficient in social media and digital marketing tools.
- Experience in managing development of marketing material and content.
- Flexible to work with challenges and a high-paced environment.
- Able to work with different personalities and find solutions to arrive at desired end results.

- **Specific Responsibilities:**

- Create and execute marketing strategies aligned with the company's vision and revenue goals.
- Expand and strengthen relationships with destination marketing organizations, media outlets, and other collaborators.
- Support and coordinate with resorts to develop concepts for calendar events, plan content strategy, and bring them to all relevant platforms.
- Facilitate media and content gathering exercises to keep media kits refreshed and up to date with changes.
- Ensure consistency and accuracy in appearance and information across all social media accounts, website content, OTAs, and other platforms.
- Support resorts with PR initiatives related to guest complaints, reviews, and guest feedback when needed.
- Create and execute a feedback loop with resorts to facilitate improvements of services across the resorts.
- Plan and execute promotional activities aligned for campaigns with partners, tactical offers, and website promotions to increase exposure and revenue.
- Keep up with information and knowledge of competitors and industry trends, and recommend strategies to strengthen our position and grow revenue.

Interested candidates may send CV, attested certificates and police report to careers@aaa.com.mv ****Only shortlisted candidates will be notified****