

Sunburst Hospitality Corporation Job Description

Job Code:
Job Title: Internet Marketing Manager
FLSA Status: Exempt
Prepared Date: October 2009
Reports To: Vice President of Sales & Marketing

SUMMARY: Critical Marketing Position. Research, development and implementation of internet strategies to effect guest relations, public relations and revenue generation for portfolio of 31 hotels located throughout the United States. Activities include Social Media strategy and implementation, Search Engine Optimization and internet sales lead distribution.

QUALIFICATIONS: To perform this job successfully, the individual must be able to **perform each essential duty and responsibility in a safe and satisfactory manner**, and the individual must be **punctual** and **have a good attendance record**, and **have reliable means of transportation to work**. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Assist VP Sales with developing and executing a clearly defined social media and electronic marketing strategy in a manner that supports marketing initiatives while increasing exposure and driving business to hotel vanity websites.
- Manage the execution of internet-related projects from concept through development, delivery and analysis.
- Dedicate approximately 50% of your work hours to Search Engine Optimization tasks for Sunburst.
- Sets goals and formulate action plans for increasing visitor traffic to each Sunburst website.
- Develop action plans for social media to include but not limited to Facebook, Twitter, and/or resources viewed as a potential return on investment.
- Oversee and evaluate hotels presence in social networking sites including Facebook, Twitter, LinkedIn and other similar community sites in to ensure a consistent marketing message.
- Gather competitive information on how the hospitality industry has embraced the social media internet marketing and the potential return on investment.
- Distribute a minimum of 10 qualified sales leads per week thru internet prospecting resource to maximize business opportunities with new accounts.
- Actively communicate noteworthy events and/or public relation opportunities expanding our online reputation.
- Utilize the Google Analytics Resource to determine areas of opportunity for each Sunburst website.
- Analyze and evaluate both existing and potential social media activities and strategies.
- Work closely with other marketing initiatives at the property to ensure integration with all social media and electronic marketing programs and initiatives.
- Develop benchmark criteria to measure effectiveness of social media and electronic marketing programs and implement improvements as required. Measure success of marketing activities and report results to management.
- Educated and prepare presentation material for quarterly electronic marketing webinars presented to the field.

Job Code:

Job Title: Internet Marketing Manager

- Create monthly sales and marketing newsletter.
- Assist hotels to actively increase inbound links from local/regional sites and improve search placement.
- Assist VP of Sales and hotel sales professionals in creating and executing guerilla- marketing programs to specific targeted prospects to respond in support of sales efforts.
- Design and distribution of marketing templates and collateral materials.
- Ensure property information is displayed correctly and effectively on hotel websites and Third Party Sites such as Expedia, Orbitz.
- Monitor consumer responses on websites such as TripAdvisor, Expedia, Yelp, etc.
- In conjunction with the website development team and the property, develop landing pages and jump pages as needed for promotions, local accounts/partners, groups and marketing campaigns.
- Assist and support corporate lead programs and explore new opportunities for individual and cluster hotels.
- Implement E-mail database and marketing program including creation of templates. Integrate all hotels database to perform targeted promotions.
- Editing/proofreading/content management of online presence. Write copy content on websites and brochures. Good grammatical skills, writing skills important.
- Assist with all internet related marketing projects.
- Other marketing tasks and projects as needed.

EDUCATION and/or EXPERIENCE: Bachelor's degree (B.A.or B.S.) from four-year College or university; or four years related experience and/or training; or equivalent combination of education and experience is *preferred*. At a minimum, must possess at least two years related sales experience and training or an Associates Degree or equivalent from two-year College or technical school; or equivalent combination of education and related sales experience. *Be proficient in Social Media Programs.*

LANGUAGE SKILLS: *An Internet Marketing Manager must have developed language skills to the point to be able to:*

- Read and interpret documents in English such as safety rules, operating and maintenance instructions, and procedure manuals, newspapers, periodicals, journals, and manuals.
- Write routine reports, correspondence, business letters, summaries, and reports in English using prescribed format, and conforming to all rules of punctuation, grammar, diction, and style.
- Ability to speak effectively in English before groups such as customers or employees.

REASONING ABILITY: *An Internet Marketing Manager must have developed reasoning abilities to the point to be able to:*

- **Apply common sense** understanding to carry out instructions furnished in written, oral, or diagram form.
- Use **mathematical skills** to interpret financial information and prepare reports and budgets.
- **Read and interpret** business records and statistical reports.
- **Make business decisions** based on reports and similar facts, as well as on experience and personal opinions.

Job Code:
Job Title: Internet Marketing Manager

COMPUTER SKILLS: *An Internet Marketing Manager must have sufficient computer skills that will allow them to be able to use, in a proficient manner, all Company-issued software programs implemented, including but not limited to the following:*

- **Microsoft Word**
- **Microsoft Excel**
- Company-issued **internet browser** programs
- Company-issued **electronic mail** programs
- Familiarity with Google Analytics or other web analytics tools and metrics
- Basic html knowledge an asset

NOTE: Company-issued software programs implemented may be changed from time to time; the Internet Marketing Manager is required to learn the new programs and upgrades as soon as practicable.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The employee must regularly lift and/or move up to 25 pounds. The employee must be able to see differences in widths and lengths of lines such as those on graphs. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

ENVIRONMENTAL CONDITIONS: *Inside:* Protection from weather conditions but not necessarily from temperature changes. A job is considered "inside" if the worker spends approximately 75 percent or more of the time inside.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Must be able to work effectively in a **stressful environment**, communicate well with others, effectively deal with customers, and **accept constructive criticism** from supervisors.
- Must be able to **change activity frequently** and **cope with interruptions**.

IMPORTANT NOTE: *Essential functions of this job are described under the headings above. The job requirements and features are subject to change from time to time due to the then-current needs and requirements of the Company and/or the hotel.*

Employee Signature

Employee Name – Printed

Date

Note to Supervisor: please provide a copy of this signed job description to the employee and place the original in the employee's personnel file.