**Marketing &Communication Manager 市场传媒经理**

**Job Description 职位描述**

**A. POSITION IDENTIFICATION 职位识别**

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| --- | --- | --- | --- |
| **Job Title:**  **职位** | Marketing &Communication Manager  市场传媒经理 | | |
| **Job Grade:**  **级别** | 4  4 | **No of Staff supervised directly:**  **直接管理下属** | **1**  **1** |
| **Department:**  **部门** | Sales & Marketing  市场销售部 | **No of staff supervised indirectly:**  **非直接管理下属** | 0  0 |
| **Job Purpose:**  **工作目的** | Ensure Sales action plans of the organization, organize marketing campaigns to have the intended product or service reach groups.  保证酒店销售计划的执行，通过组织市场活动达到集团预期的目标和服务。 | | |

**B. REPORTING RELATIONSHIP 汇报关系**

Director of Sales & Marketing

市场销售总监

Marketing & Communication Manager

市场传媒经理

**C. KEY RESULT AREAS关键领域**

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| 1. To develop and foster a positive image and relationship between the hotel and the public, i.e. vendors, suppliers, guests, clients and the community. Will function under the preview of Area Director of Sales & Marketing   树立饭店良好形象并与公众（卖主、供应商、客户及社会）建立良好的关系   1. The Marketing Communications Manager performs her duties within the framework defined by the Banyan Tree Group, hotel norms and by internal rules and regulations as specified by Director of Sales & Marketing   遵循集团和下属酒店所列的各项规定及本酒店的规章制度，在市场销售总监具体指导下，履行自己的职责   1. The Marketing Communications Manager draws up the Public Relation action, advertising and media plan on an annual basis for the hotel   每年为饭店制定公关及媒体宣传计划   1. Organize regular visits by professional persons from the media and members of the trade to the hotel   定期组织新闻界和商界人士参观饭店   1. Ensures that stationary and printed items are standardized and conforms to the Banyan Tree standards   确保所有文具和印刷品完全符合集团标准   1. Ensure optimum publicity is created for all major hotel happening   饭店的每次宣传都有助于为饭店建立良好的声望   1. Supervise taking of photographs and prepare news release of events undertaken by the hotel   管理有关为饭店拍照撰写的新闻事宜   1. Organizes both internal and external PR activities. e.g. inter-departmental or in-house activities   组织店内外公关活动，例如部门内或店内活动   1. The Marketing Communications Manager maintains contact with professional people, members of the press/media both local and international and any other persons who are clients or potential clients of the hotel   与国内外新闻界人士以及饭店其他有潜力客户保持联系   1. The Marketing Communications Manager maintains contact, coordinates with all other departments of the hotel, and may have contact with other PR Managers at a regional level. The Marketing Communications Manager ensures the smooth operation of the PR head office.   保持与饭店其他部门的联系与合作，同时与本地区其他公关经理保持联系。还要确保本部门运作正常   1. Observe the Labor Law.   遵守劳动法有关规定。 |

1. **GENERAL概述**

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| 1. To develop and follow through in public relations activities and be responsible for the production of promotional materials, press kits and arrange press and media coverage.   开拓并实施公关活动，负责制作促销资料、对媒体宣传资料及安排在媒体对酒店的报道。 |

1. **PERFORMANCE EVALUATION CRITERIA绩效评估标准**

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| 1. Achievement of Department objectives 达到部门制定的目标  2. Guest comments 客户意见 |

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| **Job Title:**  **职位** | Marketing & Communication Manager  市场传讯经理 | | |
| **Job Grade:**  **级别** | 3  3 | **No of Staff supervised directly:**  **直接管理下属** | **3**  **3** |
| **Department:**  **部门** | Sales & Marketing  市场销售部 | **No of staff supervised indirectly:**  **非直接管理下属** | 2  2 |
| **Job Purpose:**  **工作目的** | Organize marketing campaigns to have the intended product or service reach groups.  通过组织市场活动达到集团预期的目标和服务 | | |

**B. PERSONAL SPECIFICATION 个人要求**

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| **Job Knowledge**  **工作知识** | 1. Years of related experience  工作年限 | | 3 years 3年 |
|  | 2.Education/qualifications  教育/资格 | | College degree or Higher 大专以上 |
| **Essential Job Skills**  **必要工作技能** | 1. Excellent Negotiation skills 优秀的谈判技巧 2. Excellent Communication skills 优秀的沟通技巧 3. Pleasantly personality, persistent 性格开朗， 坚持不懈 | | |
| **Desirable Job Skills**  **理想工作技能** | 1. Proficiency in word processing. 专业文字处理 2. Hotel background in similar capacity. 相似酒店工作背景 | | |
| **Physical Requirements**  **身体健康状况** | 1. In possession of all essential faculties   心智健全 | | |
| **Level of Independence**  **独立程度** | •Limited authority within regulations. Is required to show initiative but assistance is available  在允许范围内的自主优先权并在需要时提供帮助 | | |
| **Level of Thinking**  **思考能力** | Type of Thinking思考类型 | Simple- Work follows established procedures  简单－按照相关程序执行 | |
| **Communication/**  **Interpersonal skills**  **沟通/人际交往能力** | 1. Skill level   能力水平 | Excellent interpersonal skills required. Interacts mainly with colleagues.  优秀的人际关系沟通能力及同事间的互动性 | |
|  | 1. Language Skills   语言能力 | Deals or negotiates in English and local language.  能用中英文进行沟通谈判 | |

**C. CONFIRMATION OF EMPLOYMENT REQUIREMENTS 聘用要求及确认标准**

1. Proficiency in the role at required level 专业性达到相关要求
2. Conversant with relevant emergency procedures 精通相关紧急事务的处理程序
3. Knowledge of relevant rules & regulations 相关条款和规则的熟知程度
4. Knowledge of the company, hotel, and its environment 公司酒店及周边环境的熟悉程度
5. Knowledge of relevant safety & security procedures 相关安全条例及保安措施的知识
6. Knowledge of relevant guest interaction procedures 与客户互动的程序的相关知识
7. Knowledge of training procedures 培训的相关知识
8. English language requirements met or exceeded 英文的专业水平