

JOB DESCRIPTION	21c Museum Hotels
Brand Marketing Coordinator	

Title: Brand Marketing Coordinator

Reports to: Brand Marketing Manager

Supervises: n/a

General Purpose: Passion for building and promoting 21c Museum Hotels. Committed to providing support to property sales & marketing teams, ensuring consistency in brand communications, and increasing public awareness and fan loyalty to 21c Museum Hotels. Strong team player that is detail oriented and excels at managing multiple projects simultaneously.

Specific Responsibilities:

- Administrative Support
 - provide administrative support to Brand Communications Team
 - schedule and lead bi-weekly meetings with property sales & marketing team
 - maintain online project management system
 - assist with reporting and analysis of web and digital analytics
- Brand Communications
 - liaise with property sales & marketing teams to understand needs and develop strategies to meet sales objectives
 - brainstorm with Brand Communications Team to outline tactics to achieve sales objectives
 - liaise with creative agencies, ensuring adherence to schedules, budgets and project objectives
 - assist with development of and monitor adherence to brand standards
 - assist in various projects as needed, including market research, internal team communications, collateral design and production, digital asset management system maintenance, development of branded video content, scheduling and execution of photo shoots
- Digital Marketing
 - complete website updates on an ongoing basis
 - develop, execute, and track data for branded eblasts
 - maintain eblast lists
 - monitor and update branded social media channels, keeping with brand standards
 - assist in reputation management responses as needed
 - assist in SEO and SEM campaign support as needed
 - brainstorm opportunities to engage social followers and create virtual brand experiences of a participatory nature
 - brainstorm and identify opportunities to drive web based commerce for the brand and/or individual hotels or restaurants

Qualifications:

- Proficiency with Wordpress Multisite, including basic HTML editing
- Organizational skills and ability to manage multiple projects simultaneously
- Excellent communication skills demonstrated through clear, concise verbal and written communication
- Ability to maintain good working relationships with guests, team members, external business partners and third party vendors
- Ability to synthesize large amounts of data into actionable information
- Ability to act as ambassador of 21c Museum Hotels and related brands and demonstrate confidence in his/her knowledge of the history, brand values, vision, and direction
- Working knowledge of Photoshop and Adobe Creative Suite
- Working knowledge of advancements in technology and best practices related to website, digital marketing, and social media
- Hunger for learning and growth

Education / Formal Training: Bachelor's Degree preferred

Experience:

- 1 to 2 years related experience in marketing or project management
- Experience working within Wordpress strongly preferred

Travel Requirements: Minimal