



Marketing Manager (1 Year Contract)

Job Description

Ottawa's leading four-diamond hotel, spa, golf and culinary destination is looking for a talented, creative and results-oriented Marketing Manager to become part of a dynamic team of dedicated professionals. Brookstreet with its 276 contemporary guestrooms, Au Naturel Spa, four-diamond Perspectives Restaurant, Options Bar, Brookstreet Café and The Marshes championship golf course has an established reputation as a hospitality leader.

We are looking for skills to help in the development of our national, regional and local campaign strategies. Do you have experience in project management, including identifying new collateral needs, driving content, securing graphics resources and ensuring successful production? Have you worked on the development of sales collateral and targeted marketing initiatives? Are you a person who has a talent for writing and editing? Do you navigate with ease the world of online marketing including website design, search engine optimization and web analytics?

The successful candidate will be comfortable dealing with the media and handling day-to-day public relations activities including writing news releases. We are looking for a professional who works well independently and can manage promotional partners and external vendors including advertising agency, writers, designers, printers and contractors for on-time and on-budget delivery of marketing materials. Proficiency in MS Word, Excel, PowerPoint, Photoshop, Acrobat and Dreamweaver are a must. Fluency in French is an asset that will influence the selection of the successful candidate.

Reporting to the Director of Sales & Marketing, you will take ownership of the highlighted tasks:

- Support the development of Brookstreet's national, regional and local marketing strategies. Brookstreet, Ottawa's leading corporate and leisure destination, includes a CAA/AAA four-diamond hotel with 276 sophisticated and contemporary rooms, Au Naturel Spa, CAA/AAA four-diamond Perspectives Restaurant, Options Bar, Brookstreet Café and The Marshes championship golf course.
- Implement seasonal promotions and local marketing campaigns for Au Naturel Spa, Perspectives Restaurant, Options Bar and Brookstreet Café.
- Collaborate with the Sales and Events teams to develop supporting materials including sales kits and newsletters.
- Establish and enforce standards regarding Brookstreet's brand identity, including look and feel and consistency of messaging across collateral and other marketing initiatives.
- Project management, including identifying new collateral materials needed, driving content, securing graphics resources and ensuring successful production.
- Manage in-house exposure and promotion of events, products and services.
- Gather content, write and edit the quarterly external newsletter.

- Prepare award submissions.
- Update the Brookstreet internet website.
- Responsible for building and maintaining e-mail marketing database as well as creating and sending e-mail blasts.
- Manage internet advertising including search engine optimization, pay-per-click advertising and tracking and analyzing online campaign metrics.
- Manage and execute day-to-day Public Relations activities including writing news releases and coordinating media visits.
- Assist in the implementation of special events with corresponding promotional materials and associated media interaction.
- Manage external suppliers including advertising agency, writers, designers, printers and contractors for on-time and on-budget delivery of marketing materials.
- Manage relationships with promotional partners and maximize promotional opportunities available through them.
- Assist with interdepartmental communication including intranet.

Qualifications & required experience

- Proficient in MS Word, Excel, PowerPoint, Photoshop, Acrobat, Dreamweaver.
- Familiar with website analytics programs.
- Fluency in French is a strong asset for this position.

Brookstreet Perks

Brookstreet provides a multitude of exciting perks for its partners, including:

- Uniform Provided
- Dry Cleaning
- Room Rates for Partners
- Food Outlets discount
- Discount at The Marshes
- and many more.

Did you find what you were looking for?

Then stop by for a Brookstreet Casting Call (every Friday between 1:00pm and 4:00pm), or forward your resume with a covering letter outlining your area of interest by email to resume@brookstreethotel.com. Attachments are preferred in PDF or Microsoft Word format.