



Job Description: Director of Digital Marketing (Social Media/Marketing/Branding)

About Curator Hotels and Resorts

Curator was developed to bring together independent lifestyle hotel and resort owners and operators in order to take advantage of their collective scale and achieve significant operating cost savings and curated operating benefits and services. Curator contracts with best-in-class hotel service providers and vendors to curate products and programs designed for Independent hotels at competitive costs. Curator is in a high-growth stage of development adding new members, hotels and programs quickly. Accordingly, Curator is seeking a new member of the team to fuel the online presence of the company across all digital media channels.

Overview:

The Director of Digital Marketing is a member of the Curator Hotel & Resort Collection team working directly with the President and Vice President. The position is based at our corporate headquarters in Bethesda, Maryland. As a new company Curator is focused on launching in a targeted and effective manner. Curator would like to maximize brand awareness at, and after, launch through social media channels to ultimately bring visitors to the website.

Qualifications and Requirements:

- Bachelor of Arts or Bachelor of Science degree required.
- Three to five years' experience in a management position with either a digital marketing firm or a hotel brand's digital marketing team.
- Individual should have a broad range of digital marketing skills including: knowledge in digital media technology and awareness of latest trends in digital marketing; fully versed in best practices for digital marketing including, but not limited to SEO, SEM, and paid advertising; ability to develop website content, create PPC campaigns, and know how to use software solutions to impact performance for desktop, mobile, and tablet platforms.
- Fully versed in hotel distribution channels and social media platforms.
- Hospitality background is a plus, but not a requirement.
- Ability to handle multiple tasks including job responsibilities as outlined below along with special projects.
- Strong analytical, quantitative, and computer skills.
- Ability to work independently on projects as well as collaboratively with the Curator team.
- Strong attention to detail.

- Strong written, verbal and interpersonal skills are a must, to interact with groups internally and externally, including senior executives.

Responsibilities:

- Become well versed in each Visionary's attributes and Member hotel's features, and determine what can be used effectively in Curator marketing efforts.
- Create a detailed digital marketing plan for all of Curator's social media platforms that includes fresh content for the website, social, and campaigns that are optimized for search.
- Track and report out on analytics (followers, visitors to website, etc) through monthly written reports with commentary.
- Complete a comprehensive quarterly website audit to test the functionality and content of the Curator website. Keep Curator website up to date at all times.
- Make recommendations regarding digital marketing spending efforts with PPC, retargeting, social media, paid advertising, etc. Evaluate the results of these marketing efforts and compare campaign metrics to industry trends. Adjust campaigns as needed to impact results
- Review each Visionary's and Member hotel's mentions of Curator and give recommendations and suggestions for improvement. Find synergies between Curator and its Members. Also point out any conflicts.
- Collect booking data from Member hotels and attribute Curator website pass-through bookings to the various marketing campaigns and strategies, calculating ROIs and reporting results to leadership and members.

Compensation:

This position will be compensated on a tiered performance-based system that includes a base salary and annual performance bonus. There is the possibility of potential ownership grants, depending on experience. This position is also eligible to participate in the firm's competitive 401(k) Plan and health and dental insurance program.