

Content Executive Complex

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Company: St. Regis Hotels & Resorts

Location: Indonesia

Category: other-general

Job Number Job Category Sales & Marketing Location The St. Regis Bali Resort, Kawasan Pariwisata, Nusa Dua, Nusa Dua, Bali, Indonesia VIEW ON MAP Schedule Full-Time Located Remotely? N Relocation? N Position Type Non-Management JOB PURPOSE Mainly responsible for the daily management of hotel social media channels as part of the overall brand communication strategy at The St. Regis Bali Resort and The Laguna a Luxury Collection Resort and SPA Content Executive – Complex will be required to conduct their duties in a courteous, safe and efficient manner, in accordance with the hotel's policies and procedures, ensuring that a high level of service is maintained. PERFORMANCE REQUIREMENTS Technical Social Media content Social Media Analytic Digital content Basic video and image editing / imaging Creative thinking Good communication Skills Administration– Excel,Microsoft Office,PowerPoint, Typing Presentation Skills Excellent command of English, Indonesian Behavioral Exhibit and encourage high performance standards for themselves and others Maintain an organized system to ensure that processes are getting completed on time Maintain the highest level of confidentiality, ethics and sense of fair play Must demonstrate an ability to clearly communicate in verbal and written format Build positive and productive working relationships with customers, subordinates, peers, superiors, business partners, and the community; encourage this behavior in others Demonstrate honesty, reliability, ethics, and professionalism; demonstrate consistency between words & behavior Practice Marriott International Culture To commit and support the environmental and social sustainability practice as per hotel's environmental & social sustainability policy JOB RESPONSIBILITIES Develop monthly content calendar,

conversation and publish to all social channels such as Facebook, Instagram, Twitter, YouTube, Weibo, Youku. Write, produce and manage all imagery, videos, and content on social and digital channels that supports overall digital strategy and specific online marketing initiatives. Build excellent relationships with local online or blogger communities. Work closely with Digital Marketing Manager, Revenue Manager, Marketing Communications Manager and DOSM to ensure all Marriott International programs and systems are fully maximized. Manage and report the activities of the hotel's review ratings from both internal and external channels. Manage property website through Marriott International approved agency. Create monthly reports on digital performance. Manage social media campaigns under supervision of Digital Marketing Manager Digital guest collaterals (monthly e-newsletter, e-blast, e-thank you card, etc). Assist with other assignments by Digital Marketing Manager and Director of Marketing Communications

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