

MARCOM Manager - Hospitality

- **Multinational Hotel Chain**
- **Directly Work With Top Management**
- **Circa Hk\$600,000 p.a.**

This is a newly created position in an international leading hotel chain with diversified investment portfolio in the Greater China region. This position will be the dream of a seasoned and aggressive Marketing Communications professional with passion and industry expertise.

The incumbent will directly report the Regional Marketing Director.

Responsibilities:

- Head up the team to drive and strengthen the corporate image by formulating marketing communication and PR strategies of the group
- Plan and implement communication strategies including media relations, issue management, internal communications, corporate events and sponsorship
- Drive and manage corporate social responsibility (CSR) programmes in building brand awareness both internally and externally
- Working closely with different department heads for communication excellence
- Act as a key media contact for the group

Requirements:

- University degree in Marketing, Journalism, Communications or related discipline
- Minimum 10 years relevant experience preferably gained in sizable hotel or professional PR agency
- Strong relationship with media and government bodies
- High degree of initiatives and drive, detail oriented, strategic and analytical
- Superb communication and presentation skills in both Chinese and English

To apply, please send your resume quoting job reference no. GSI8732 to resume@gsiconsultants.com.hk or contact **Ade Wong** at +852 3755 5400. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.