



## THE DOMINICAN IS HIRING

**Function:** Marketing Manager  
**Department:** Sales & Marketing  
**Direct responsible:** Director Sales & Marketing  
**Contract:** Full time (38h per week)

### Objectives and Tasks

- **Marketing Strategy Development:**
  - Collaborate with the Director Sales & Marketing to identify target markets and develop strategies to engage them.
  - Present and create the implementation of comprehensive marketing plans to increase bookings, visibility and awareness.
- **Campaign Management:**
  - Oversee the execution of marketing campaigns across various channels, including digital, social media, email, and print.
  - Monitor and report on campaign performance, providing insights and recommendations for improvement.
  - Support the planning and execution of promotional actions or events and activities to attract new guests and retain existing ones.
- **Social Media Management:**
  - Manage the hotel's social media accounts, including content scheduling, posting, and community engagement.
  - Develop and curate creative content for our social media platforms that aligns with our DNA as a luxury boutique hotel.
  - Track and analyse social media metrics to optimize performance.
- **Partnerships and Collaborations:**
  - Oversee and manage, in collaboration with the Director Sales & Marketing, the execution of our partnership agreements with luxury brands.
  - Identify and collaborate with influencers that align with our values and target audience.
- **Content Creation**
  - Craft compelling and high-quality written content, including press releases, articles for magazines, newsletters, invitations or promotional material.
  - Develop storytelling content that captures the essence of The Dominican.
- **Market Research:**
  - Conduct market research to identify trends, opportunities, and competitive analysis.
  - Possess a strong knowledge of Brussels activities and events and take initiative if necessary.
- **Performance Analytics:**
  - Use analytics tools to track the effectiveness of marketing initiatives.
  - Prepare regular reports and presentations on marketing activities and outcomes.

### Qualifications & Requirements:

- **Education:**
  - Bachelor's degree in Marketing, Business, Hospitality Management, or a related field.
- **Experience:**
  - Minimum of 2-3 years of experience in marketing, preferably in the hotel or hospitality industry.
  - Proven track record in executing successful marketing campaigns.
- **Skills:**
  - Strong understanding of digital marketing, social media platforms, and content creation.
  - Excellent written and verbal communication skills (bilingual FR/ENG-Dutch is a plus)
  - Proficiency in marketing analytics tools and software.

- Creative thinking and problem-solving abilities.
- Strong organizational and project management skills.
- Ability to work collaboratively in a team environment.
- **Attributes:**
  - Detail-oriented with a keen eye for aesthetics and branding.
  - High level of initiative and ability to work independently.
  - Flexibility to adapt to changing priorities and deadlines.

## **We are**

The Dominican is a 4\* deluxe design hotel, a destination for elegance in the historical centre of Brussels. The Dominican is the first member of Design Hotels™ in Belgium, distinguishing itself by offering a unique product and indulgent hospitality. The hotel offers 150 rooms, 3 meeting salons, a gym with sauna & hammam, a restaurant, bar & terrace.

## **What we offer:**

In return for your hard work and your engagement you can look forward to a salary commensurate with your experience, motivation, and commitment including:

### **Compensation and Benefits:**

- **Competitive Salary:** Based on industry standards and experience.
- **Regular Shifts:** Consistent and predictable work schedule.
- **Public Transport Reimbursement:** Full reimbursement of public transportation costs.
- **Exclusive Perks:** One free night per year and staff discounts at Carlton Group hotels, including Design Hotels world-wide.
- **Nutritious Meals:** Access to fantastic and healthy meals during shifts.
- **Uniform:** Provided by the company.

### **Additional Opportunities:**

- **Cultural Experience:** Immerse yourself in The Dominican experience.
- **International Exposure:** Work for a globally recognized company.
- **Team Environment:** Join a supportive team of 47 amazing colleagues.
- **Career Development:** Opportunities for professional growth and advancement.
- **Company Culture:** Be part of a dynamic and expanding corporate culture

## **Hungry for more details**

Do you think we have a match?

Send your CV and motivation letter to [human.resources@thedominican.be](mailto:human.resources@thedominican.be)

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