



# GOLDEN TULIP

HOTELS • INNS • RESORTS

<b>Job description: Marketing Manager</b>	
<b>Reports to: Director of Marketing</b>	<b>Number: 002</b>
<b>Region / Business Unit:</b> Head Office - Regional Marketing Golden Tulip Hospitality Group	<b>Location:</b> Amersfoort, The Netherlands
<b>Internal key liaisons:</b> <ul style="list-style-type: none"><li>- Sales and Distribution</li><li>- Franchise Services</li><li>- Director of Marketing</li><li>- Commercial Director</li></ul>	<b>External key liaisons:</b> <ul style="list-style-type: none"><li>- Franchise hotels</li><li>- Partners</li><li>- Media</li><li>- Advertising and design agency</li></ul>

## **Golden Tulip Hospitality Group**

---

The Golden Tulip Hospitality Group is a brand company, exporting its brand to the market via Hotel Franchising.

The Golden Tulip franchise concept is referred to as the "European Way of Franchising" emphasising the relevance of the support aspect of the franchisor to its franchisees. The successful usage of all three components of the Golden Tulip franchise, these being the brand, the operating system and the support network are greatly enhanced by Golden Tulip's role of being a coach to its hotels.

Golden Tulip's current portfolio comprises of 250 hotels the majority of which being in Europe.

## **Mission Statement – "First in Quality"**

---

*"To be the leading chain of mainly 3-and 4 star hotels, with an excellent care for customers and staff, in those markets where it has chosen to operate. The group's common objective is to maximise revenues and profits by utilising all opportunities and synergies the chain is offering, whilst implementing international standards and maintaining local flavours"*

*International standards, local flavours*

## **Marketing**

---

The marketing division of the Golden Tulip Hospitality Group is located in Amersfoort, The Netherlands.

The marketing department is responsible for gaining and retaining customers & guests at a profit in the hotels in the respective area. Daily execution of the marketing plan on mainly 3 segments: **corporate Individual & corporate Group, leisure and Marketing Support**

**Corporate Group & Individual Marketing** concentrates on the marketing activities related towards the individual business traveller and business meetings. Leisure marketing focuses on activities linked to leisure travellers and events. Key activity: Developing and planning appropriate collateral and marketing activities to support Golden Tulip strategy with focus on increasing revenues at the Golden Tulip franchise hotels and increasing brand preference.

**Marketing support** concentrates on planning all activities from brochure, press ads to **on line** (e-mailings, banners, websites) materials, negotiating contracts with printers, agencies, and other third parties, and following all actions until results analysis. Setting and maintaining standards for Corporate Identity is a key activity.

The objective is to maximize hotels and company revenues through brand recognition and the 'value drivers' implementation.

Value drivers: Connections (airline partners and frequent flyer programmes)  
Leisure programs, Ambassador Club (loyalty programme for bookers)  
Central Meeting Line (booking intermediary for meeting rooms), E-commerce, Flavours (loyalty program for frequent stayers)

## **Key accountabilities**

---

- Develop the annual marketing plan for the area according to business and communication objectives and results
  - Initiate and execute all marketing activities in the region according to the annual marketing plan
  - Analyze actions (post-tests, ROI calculation)
  - Guard the correct use of house style by marketing team & hotels
  - Responsible for e-commerce of area website
  - Develop profitable joint promotions
  - Initiate and execute together with individual hotel teams tactical marketing activities
  - Ensure participation from franchise hotels in all marketing activities
  - Create monthly report
  - Organization of special events
  - Set-up and manage PR actions locally
  - Budget follow-up
-

## **Job Requirements**

---

### **Education:**

- Degree on Bachelor/ Master Level, preferably Marketing (NIMA A & B)

### **Work experience:**

- At least 3 years experience (preferable within the hotel industry) as Marketing Manager
- The second or third step in your career

### **Professional Skills:**

- Excellent verbal & written English & Dutch
- Knowledge of French is an advantage
- Excellent market knowledge of the Benelux hotel market
- Proficiency in Word, Excel, Power Point, Access & Outlook

### **Personal Skills:**

- Good communicator
- Team player
- Excellent social skills
- Flexible
- Hands on attitude
- Own initiatives to solve problems
- Organized and efficient individual
- Focused in achieving set goals
- High energy level, enthusiasm