

Marketing Manager (online and offline) - Job Description -

Company profile

Our Company Beyond Luxury Media Ltd is a media company focused on delivering powerful Sales and Marketing solutions for the High End Travel Market. Its two founders are considered as thought leaders in this industry and have gained tremendous credential in the business by launching the world's leading high end travel trade exhibition for the experiential travel market, PURE in Marrakech (www.purelifeexperiences.com).

The immediate focus on the company now is to anchor its current event as the leading and the most innovative event in the high-end experiential travel market. The mid term focus of the company is to become a worldwide leader in providing powerful and global sales and marketing solutions for all High Travel Suppliers. This strategy will include launching more media projects in the high-end travel world including new show launches, road shows, forums, etc.

The role

In order to develop its business further, Beyond Luxury Media Ltd, is looking for an enthusiastic, hard working and self-motivated Marketing person to spearhead the brand and marketing development of the travel trade show PURE Life Experiences as well as potential upcoming shows.

Reporting

The candidate will report to the Chief Executive Officer.

Day to day responsibilities

The day-to-day job of the person will mainly consist of:

- Being the brand ambassador
- Producing and executing PURE annual marketing plan (via digital ways) aimed at attracting new leading suppliers and buyers belonging to the experiential travel arena to attend PURE.
- Spearheading the development and regular updating of the company websites.
- Leading the digital strategy on a daily basis by keeping the PURE community alive on Facebook, Twitter, You Tube, Ning, quarterly digital newsletter, webinars, (before, after AND during the show) etc.
- Spearheading the brand image development in line with Beyond Luxury Media Ltd and PURE ethos and producing identity documents including digital brochure, document, digital movie presentation, and all signage during the show, etc.
- Organising an award ceremony for PURE 2011 with the purpose to retain and increase the attendance of industry luminaries at the event.
- Organising a major international conference dedicated to the experiential travel industry.
- Producing key pieces of proprietary industry research on a quarterly basis to build our industry credential profile (+ annual show research) and a monthly feature interview on our website.
- Developing the PURE TV/You Tube channel by uploaded and producing digital video interviews of industry luminaries taken in PURE's offices on a monthly basis.
- Managing, planning and supervising the graphic designer's work

This is a fantastic opportunity for a creative and high achieving individual to join a fast-paced business environment with one of the world's leading team in the travel trade exhibition business. It is also a unique opportunity for an ambitious candidate to grow very quickly professionally and to become a key and recognizable face of the company.

The person

The person selected will need to be highly creative and hard working individual and have a very advanced knowledge of marketing and digital media and will need to have a perfect grasp of grammatical English. This person will ultimately manage an in house graphic designer for the purpose of constantly delivering creative materials (brochure, website, newsletter, exhibitor guide, logos, etc.)

Essential knowledge and skills

- Digital/e-Commerce marketing experience is paramount
- PR experience
- Degree or equivalent
- A relevant marketing qualification is desirable
- Numerate
- Strategic thinking & thought leadership – around digital and branding innovation
- Communication skills & stakeholder management
- Excellent copywriting skills
- Influencing skills/ Leadership qualities/People management
- Self starter and be able to learn quickly
- Breadth of thinking across multiple channels
- Good understanding of marketing in the travel sector
- Must be able to thrive under pressure and to relish the challenge of achieving new goals
- Must be driven by personally achieving targets
- Willingness to travel frequently

Desirable skills

- Agency Management
- Conference or consumer/trade exhibition management
- Photography, Video production of short films
- Creative Software such as Adobe Photoshop, Final Cut Pro, Macromedia Suite (Dreamweaver, Flash)
- Language such as French (mainly) or Spanish would be an advantage.

Contract

Permanent

Please send your CV to serge.dive@purelifeexperiences.com