

JOB HIGHLIGHTS:

- Being a START-UP member who helps create/build strong organization together with COO (Highly responsible as a founding member)
- Responsible for increasing brand awareness of Kokotel by planning, managing and developing innovative marketing and communication plans, strategies and campaigns.
- As a Head of department, you are expected as a planner and a manager of your team member. You need to have proficient sense of marketing and communication, also are required to have experiences to manage staffs in some form.

DUTIES & RESPONSIBILITIES:

Division roles are followings. Not only as planning, but you need to follow and manage your staffs to proceed tasks.

1. Build Strategy

- a. Target Segmentation (Pre-Open): New Opening Location Investigation, Consumer Trend / Behavior Analysis, Reflect outcome to F&B / Design
- b. Touch Point Analysis (Hotel): Before Visit, During Stay, After Leaving (what is fulfilled, what is shortage for each perspective), and Touch Point Analysis (F&B)
- c. Communication Planning: (for above shortage parts) Prioritization to take an action, Coming up with communication way, ROI analysis

2. Promotion / Ads (ATL)

- d. (range) 4 Mass Medias (TV / Radio / Magazine / Newspaper)
- e. (tasks) Make / Update Media List (available / approach / potential), Update Media Plan (when / what / ads budget / how), Contents Specification / Update, Execution, Evaluation ROI

3. Promotion / Ads (Online)

- f. (range) 3-1. Website / 3-2. Direct Booking Channel(VB) / 3-3. SNS (FB, LINE, IG) / 3-4. TripAdvisor / 3-5. Google / 3-6. Other cyber space (banner, curation site, etc)
- g. (tasks) Make / Update Media List (available / approach / potential), Update Media Plan (when / what / ads budget / how), Contents Specification / Update, Execution, Evaluation ROI

4. Promotion / Ads (Offline)

- h. (range) 4-1. Regular Event / 4-2. Ad hoc Event / 4-3. Additional Poster / Pop
- i. (tasks) Make / Update Event List (including. Tour / Class / Tiny operational service), Update Event Plan (when / competitive point / budget / how), Contents / Tools / Props Creation and Guide Property, Execution at Property, Evaluation ROI

5. Marketing Research

- j. (range) 5-1. Make / Update Market Research Plan / 5-2. TrustYou Survey / RepUp Survey
- k. (tasks) Tourism Industry and Trend Analysis, Customer Satisfaction Analysis, Customer Needs Seeking Analysis, Brand Equity Evaluation, Competitor Trend Analysis

6. Marketing Tools Initiative

- l. (range) 6-1. Marketing Request Management / 6-2. Marketing Tools Management (Pre-Opening) / 6-3. Merchandise
- m. (tasks) Make / Update Merchandise List (existing / upcoming), Item Specification & Plan (size / material / target / benefit / profit), Sourcing / Supplier Communication (w/ Purchasing), Installment / Announcement, Push Up Promotion, Revenue Management and Report

DESIRED SKILLS & EXPERIENCES:

- Thai National Only, Male/Female Age: 27– 35*Negotiable
- Experience and knowledge in Marketing and Communication (Online and Offline experience)
- Supervisor/Managerial experience is a must.
- No need to have an experience to work at hotel / restaurant industry, management experience is a plus
- Strong passion/motivation to work in new hospitality business to create the largest hospitality chain
- Positive attitude, strong service mind, patient, leadership
- Excellent both verbal and written communication in Thai and English and inter-personal skill
- Proficient in general computer knowledge
- Being able to work on flexible hours as necessary

Please send CV in English with recent photo to email: hr@kokotel.com

Only shortlisted candidates will be contacted for an interview.