

## Marketing Executive

We're currently seeking to hire a creative and dynamic Marketing Executive to join our team. Are you looking for a career within (online) marketing and passionate about hospitality? Then you'll want to read on.

**Apply now; only the very best!**

Located within 25 connecting 17th & 18th century canal houses on two of Amsterdam's most iconic canals, Pulitzer Amsterdam has something unique to offer guests from all over the world and locals alike. As Marketing Executive, you will assist the Marketing Manager in translating this message into concrete marketing actions – both offline and online.

**Within this role you will perform a variety of tasks to the highest standards, including but not limited to**

- Execute and coordinate all agreed hotel marketing strategies and monitor on-going marketing campaign performance and reporting.
- Plan and monitor the ongoing presence on all our social media platforms. You're in charge of creating inspirational content, growing our community and continuously seeking for new opportunities to do so.
- Launch optimized online campaigns through Google Adwords, Facebook etc. to increase hotel brand awareness - in collaboration with an external agency.
- Manage and update hotel websites, including third party websites.
- Research, develop & plan new opportunities & ideas within key target markets – internationally and locally.
- Email marketing and management of the local and global database is an essential part of your job scope. Work closely with the Revenue Manager to create targeted emails.
- Design artwork for promotional material according to brand standards, using InDesign and Photoshop.
- Write copy for all marketing collateral, including brochures and websites.
- Measure performance of digital marketing efforts using a variety of web analytics tools such as Google Analytics & Google Data Studio.
- Act as a brand guardian for Pulitzer Amsterdam and its other brands - in terms of design as well as tone of voice.

You will be part of a team of three, who works closely together with the PR team, and report directly to the Marketing Manager.

**Ideally, you will:**

- Have experience with HTML, Content Management Systems, social media platforms & planning tools and Adobe software (Illustrator, InDesign & Photoshop)
- Have experience with photography and image editing
- Be accurate in sending out the Brand message
- Have an eye for detail
- Be native in Dutch and fluent in English
- Have work experience in a marketing position
- Have experience in hospitality industry (preferably)
- Have a Bachelor degree in marketing, communications or digital marketing

**And are you:**

- Creative
- Social
- Flexible
- Able to work with deadlines
- A teamplayer
- Accurate
- A self initiator
- Guest focused
- Innovative and Creative

**Then we are looking for you!**

**What we have to offer you**

- An organization where the associates are number one
- Personal development such as; training, internal growth and coaching
- Innovative workplace
- Opportunity for own initiatives and knowledge sharing
- Working 2.0 "Het Nieuwe Werken"(if applicable)

- Good work life balance
- Competitive working conditions
- Laptop/iPhone (also for personal use)
- 50% discount on F&B in partner hotels

Are you passionate about marketing and are you eager to explore the latest trends and developments? Show us your skills and maybe you will soon be part of this amazing team! Apply NOW via [careers@pultizeramsterdam.com](mailto:careers@pultizeramsterdam.com)