



Bay, West End Tortola, VG 1130, British Virgin Islands Tel. 284-345-3773

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## **Role Title: Reservations/Marketing & Communications Manager**

At Long Bay Beach Resort, our goal is to attract visitors from around the world to the British Virgin Islands and build awareness for our new, unique luxury brand. We're looking for a motivated and versatile marketing & communications manager who can wear many hats. Our ideal candidate has experience executing marketing campaigns across platforms, as well as experience specific to driving bookings for a hospitality business. They will be comfortable with day-to-day marketing and sales activities, as well as long-term strategy, thriving with ambiguity and changing needs. If you are a people-person who loves the rewarding challenge of building a brand, we want to hear from you.

### **Objectives of this Role**

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments such as social media, email, digital advertising, out-of-home advertising, and more
- Partner with brands, influencers, and media companies to grow the Long Bay brand
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies
- Help with Reservations

### **Daily and Monthly Responsibilities**

- Develop content for all advertising and public-facing communications, including print, digital, and video assets
- Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring consistency of communications and messaging across all channels
- Establish budget guidelines, participate in events, document business processes, and provide additional sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly



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- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets
- Help with reservations

#### **Skills and Qualifications**

- Bachelor's degree in relevant programme
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with social media platforms and online marketing such as Google ads
- Understanding of luxury brands
- Willingness and ability to travel

#### **To Apply:**

**Email:** [careers@hrbvi.com](mailto:careers@hrbvi.com)