



Date: July 1, 2023

Job Title: Marketing Manager

Employment: Regular

FLSA Status: Exempt

Reports To: Owner

Direct Reports: N/A

Work Location: TBD

Work Days and Hours: TBD

Salary commensurate with experience.

JOB DESCRIPTION SUMMARY

The Marketing Manager will be responsible for developing and implementing the marketing strategy and plans for RnR Vacation Rentals. Key areas include branding, driving guest demand, generating guest loyalty, managing owner acquisition campaigns and launching new homes online. This includes developing marketing strategy and communications programs for our different categories of homes, creating consumer promotions that increase web traffic, developing in-home marketing content, managing outbound programs such as email marketing, and collaborating with third party providers that manage the Company's PR, Website Content, Social Media, SEO and online advertising.

ESSENTIAL JOB DUTIES AND FUNCTIONS

- Branding
 - Understand RnR voice and attributes of our quality brand, ensure all online and in-home communications consistently represent our brand
 - Fully implement guest branding strategy; We Make Happy Happen, and owner branding strategy; We Book Better
 - Understand industry trends and local competitive positioning
- Guest Demand Generation
 - Develop marketing plan with integrated promotions and campaigns designed to increase bookings, revenue and website conversions
 - Oversee all marketing activities including PR, Social Media, list building, Email Marketing, Website content development and maintenance
 - Work with Property Managers to develop specific tactics to increase bookings at Extended Stay homes and Short Term Vacation Rentals
 - Work closely with Director of Guest Acquisition to ensure optimized Channel presence
 - Measure and report on impact of programs on bookings and revenue
- Guest Loyalty
 - Increase brand loyalty and drive return guest volume by developing and implementing RnR Guest Loyalty Program and incentives
 - Measure and report on results
- Owner Acquisition
 - Work with Business Development Manager to generate leads for high-end homes that would fit the RnR portfolio
 - Position and market RnR as the leading property management choice within targeted condo complexes throughout South Lake Tahoe
 - Launch new homes across all platforms, ensuring accurate amenities, pricing, and compelling copy.

QUALIFICATIONS

- Minimum 5 years Marketing experience

- Lodging/Hotel/STR industry a plus
- Must have excellent written and verbal skills, copywriting, experience running virtual meetings
- Website platform experience
- Familiar with Google Analytics and online advertising: PPC campaigns; Google + Social Media
- Attention to Detail – Accuracy and an eye for details required
- Adaptable and Flexible –Is able to manage in a changing environment
- Results Focused – Understands requirements and works to deliver improvements in processes and systems
- Knowledge of platforms: Google my Business, Facebook, Instagram, Pinterest, and Google Suite; Drive, Docs, and Sheets, Hubspot

WORKING CONDITIONS AND ENVIRONMENT / PHYSICAL DEMANDS

- Ability to perform desk work, use phone, keyboard and mouse for duration of shift
- Work location must have consistent and adequate internet and cellular coverage

The above statements are intended to describe the general nature and level of the work being performed by people assigned to this work. This is not an exhaustive list of all duties and responsibilities associated with it. RNR reserves the right to amend and change responsibilities to meet business and organizational needs.

Employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature

Date