



Futures

Marketing & Communications Manager – The Savoy

Your purpose will be to represent our storied and glamorous hotel in the heart of London, shaping and driving the public relations and communications strategy to enhance The Savoy's brand image, drive engagement, and elevate the guest experience

You will be accountable for:

- Developing and executing integrated communications plans that align with The Savoy's brand positioning to promote offerings, including events and food & beverage, to target audiences
- Collaborating with current brand partners on activations and seeking out new and dynamic partnerships to align with the hotel's positioning and drive awareness of The Savoy to new audiences
- Proactively identifying and securing media coverage opportunities
- Creating compelling and engaging content across various channels, including social media, press releases, website and collateral
- Managing The Savoy's PR agencies, ensuring the hotel is represented in target media and agency KPIs are met. Proactively cultivating and maintaining strong relationships with media, travel influencers, and industry partners to secure positive coverage and collaborations
- Organising and managing media events, press stays and visits to bars and restaurants to showcase the hotel's unique offerings
- Organising and overseeing photo shoots and filming on behalf of the hotel and for external brands and publications, ensuring The Savoy's brand image is correctly represented through all assets in the public domain
- Developing and implementing advertising plan
- Managing marketing communications executive and overseeing the creation and implementation of the hotel's marketing materials, including both print and online collateral, branded materials and merchandise
- Monitoring industry trends and competitor activities to identify opportunities to elevate the Savoy's position in the crowded market
- Coordinating with internal teams to ensure consistent communication about the hotel's offering and promotions



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Qualifications

- Proven experience in communications, public relations and marketing with the luxury sector
- Exceptional written and verbal communication skills, with a keen eye for detail and creativity in crafting compelling narratives
- Strong network of media contacts and experience in building relationships with influencers and journalists
- Ability to work effectively under pressure and manage multiple projects at the same time
- Flexibility to work out of hours occasionally to support media and partner events and activities

More details and application link available [here](#).