



## POSITION DESCRIPTION

### Our Mission

Exceptional individuals delivering exceptional experiences

### Our Vision

We will be the pre-eminent standard of modern luxury and hospitality.  
We will be a destination that every discerning traveler aspires to stay at and  
that every hospitality professional aspires to work for.

### Service First Commitment

I commit to consistently making each Guest's experience exceptional and memorable.

### Core Values

Social Responsibility to the Community  
A Passion to Deliver Exceptional Guest Service  
Commitment of Flawless Attention to Detail  
Nurturing Continuous Self-improvement

**Department:** Marketing

**Date Revised:** October 2011

**Position Title:** Marketing Manager

**Property:** Vintage Hotels

**Reports To:** Vice President of Sales and Marketing

**Position Summary:** Responsible for all marketing buying, media relations, and public relations as it relates to Vintage Hotels.

### Duties and Responsibilities:

#### Projects

- Harvest Hospitality, Crush Restaurant & Wine Bar, Prince of Wales, Queen's Landing, Pillar & Post, Millcroft Inn & Spa, Moffat Inn, 100 Fountain Spa and Secret Garden Spa

#### Website Management

- [www.vintage-hotels.com](http://www.vintage-hotels.com); [www.niagaraonthelakeinfo.com](http://www.niagaraonthelakeinfo.com); [www.crushwinebar.com](http://www.crushwinebar.com); [www.fine-dining.ca](http://www.fine-dining.ca); [www.harvestHG.com](http://www.harvestHG.com)

#### Primary Responsibilities:

- Create multi layered in marketing campaigns and insure flow through with the Vice President of Sales & Marketing
- Track and measure all VH advertising and marketing initiatives
- Prepare monthly marketing report
- Monitor competitor positioning
- Coordinate and participate in VH media events and media visits
- Act as promotional director for events
- Create all print material with the Graphic Designer
- Create leisure packages with the Revenue Manager

- Manage marketing budget

### **Health and Safety Responsibilities**

- A worker shall,
  - (a) work in compliance with the provisions of the Occupational Health & Safety Act and the regulations.
  - (b) Use or wear the equipment, protective devices or clothing that the worker's employer requires to be used or worn;
  - (c) Report to his/her employer or supervisor the absences of or defect in any equipment or protective device of which the worker is aware and which may endanger himself, herself or another worker; and
  - (d) Report to his/her employer or supervisor any contravention of the Occupational Health & Safety Act or the regulations or the existence of any hazard of which he/she knows.
- No worker shall,
  - (a) remove or make ineffective any protective device required by the regulations or by his/her employer without providing an adequate temporary protective device and when the need for removing or making ineffective the protective device has ceased, the protective device shall be replaced immediately;
  - (b) use or operate any equipment, machine, device or thing or work in a manner that may endanger himself/herself or any other worker; or
  - (c) engage in any prank, contest, feat or strength, unnecessary running or rough and boisterous conduct.
- Comply with all Vintage Hotels health & safety policies.
- Do not operate any equipment/machinery without given proper instruction and authority to do so.
- Horseplay and running will not be tolerated at any time.
- All personal protective equipment will be properly worn.
- All personal protective equipment will be worn in the appropriate departments.
- Do not climb any of the racking systems.
- Do not ride on the automatic or manual conveyor systems.
- All long hair must be tied up in order to prevent entanglement in machinery.
- Do not put any foreign objects (body or innate) into the machines.
- Do not remove any machine guards.
- All safety signs must be adhered to.
- Smoking is not permitted on Company property.
- Always ensure that workplace accident/injuries are reported immediately to a Manager/Supervisor.
- Failure to comply will result in the application of the Human Resources Standard & Procedure "#C.15 Progressive Corrective Action".

### **Core Competencies**

- Skilled at setting goals and measurables
- Maintain accurate records and track the results
- Acquired skill in selling products and experiences
- Superior inbound and outbound marketing skills
- Analytical skills
- Knowledge of social media

### **Technical/Managerial/Administration Requirements:**

- Good communication skills.
- Works well with others and independently.
- Works well in a fast paced environment.

### **Personal Attributes:**

- Good grooming and hygiene.
- Reliable, flexible, motivated, responsible, and organized.