

# MERCURE

HOTEL

DUBAI BARSHA HEIGHTS

## **JOB DESCRIPTION – Marketing Coordinator**

The Marketing Coordinator will play a vital role in supporting the development and execution of our marketing strategies and campaigns. In this role, you will be responsible for various tasks, from conducting market research and creating content to managing campaigns and tracking results.

### Responsibilities

- Assist in developing and implementing the company's overall marketing strategy.
- Conduct market research to identify trends and target audiences.
- Create, write, proofread and manage marketing content (e.g., social media posts, email newsletters, website descriptions).
- Coordinate with marketing/PR/social media managers, designers and content creators to produce high-quality marketing materials.
- Manage and maintain marketing databases through Customer Relationship Management (CRM) systems.
- Track and analyze campaign performance and report on key metrics using data analytics tools (e.g., website traffic, leads generated).
- Support with event planning and execution (e.g., media events, campaign launches, trade shows).
- Assist in the creation and editing of written, video, and photo content. Attend events and produce live social media content.
- Ensure distribution of internal and external marketing materials and communication.
- Stay up-to-date on the latest marketing trends and tools.
- Conduct market research to identify target audiences, competitor trends, and marketing opportunities.
- Manage marketing budgets and resources.

### Qualifications Experience/Certificates/Education

- Bachelor's degree in Marketing, Communications, or a related field (preferred).
- 1-2 years of experience in marketing or a related field in 4/5\* hotels.
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills.
- Fluent proficiency in English, and additional languages is a plus.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Experience with social media marketing tools and platforms (Meta, Sprinklr).
- Experience with content management systems (CMS).
- Proficiency in using AI Tools.
- Excellent organizational skills and time management skills.
- Ability to work independently and as part of a team.

# MERCURE

HOTEL

DUBAI BARSHA HEIGHTS

- Strong analytical skills and attention to detail.

## **Your team and working environment:**

Located along Sheikh Zayed Road in Barsha Heights right next to Dubai Internet City Metro Station. The hotel is nestled in the key business and commercial district of Dubai Media City, Dubai Knowledge Park and Dubai Internet City. Mercure Dubai Hotel offers a unique hospitality experience for business & leisure travellers and well as for long stays at an affordable price. Close proximity to Mall of the Emirates, Palm Jumeirah and major tourist attractions.

An elegant hotel with 1015 suites and apartments spread over 41 floors. Each contemporary room features floor to ceiling windows that have exceptional views of the city & skyline. For meetings, trainings and social events the hotel offers an extensive range of multi-functional meeting and event spaces.

## **Our commitment to Diversity & Inclusion:**

We are an inclusive company and our ambition is to attract, recruit and promote diverse talent.

## **Why work for Accor?**

We are far more than a worldwide leader. We welcome you as you are and you can find a job and brand that matches your personality. We support you to grow and learn every day, making sure that work brings purpose to your life, so that during your journey with us, you can continue to explore Accor's limitless possibilities.

By joining Accor, every chapter of your story is yours to write and together we can imagine tomorrow's hospitality. Discover the life that awaits you at Accor, visit <https://careers.accor.com/>

Do what you love, care for the world, dare to challenge the status quo! **#BELIMITLESSFood**