

MERCURE

HOTEL

DUBAI BARSHA HEIGHTS

JOB DESCRIPTION

F/TC/26 Rev00

Job Title: Marketing Manager

Level: 5

Responsible for: Marketing

Date: 10.9.2025

OBJECTIVE:

Every Mercure team member is an "Heartists". An Heartists represents Mercure's brand and its values, at all times. The Mercure Heartists will establish relationships and foremost, the Mercure Heartists will deliver an exceptional guest experience and promote the French Elegance.

Duties and Responsibilities

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-coordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing.
- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels like content creation, , pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyse consumer behaviour and adjust email and advertising campaigns accordingly
- Establishes marketing goals based on past performance and market forecasts
- Oversees current offerings and comes up with initiatives for new products or services
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Works with marketing staff to develop detailed marketing plans for all media channels and sales teams

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- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
- Provides in-depth information to interested clients, and acts as a representative for the marketing department in important buyer meetings
- Works within the department budget to develop cost-effective marketing plans for each product or service
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives
- Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback

Training and Talent & Culture

- Ensure wherever possible that employees are provided with a work place free of discrimination, harassment and victimisation.
- Treat complaints of harassment and discrimination promptly and confidentially.
- Treat customers and colleagues from all cultural groups with respect and sensitivity.
- Identify and deal with issues which may cause cross cultural conflict or misunderstanding.

Miscellaneous

- All Heartists are required to comply with every reasonable request from their hierarchical supervisor(s) within an amount of time that it takes to comply under normal circumstances.
- All Heartists" may be assigned to other duties in the hotel as and when required by business levels.

GENERAL DUTIES:

Health and Safety

- Ensure that all potential and real Hazards are reported immediately and rectified
- Be fully conversant with all departmental Fire, Emergency and Bomb procedures
- Ensure that all emergency procedures are rehearsed, implemented and enforced to provide for the security and safety of guests and employees
- Ensure the safety of the persons and the property of all within the premises by fairly applying Hotel Regulations by strict adherence to existing laws, statutes etc.
- Ensure all staff within the department work in a manner which is safe and unlikely to give risk of harm or injury to selves or others
- Use safe manual handling techniques and practise safe work habits following Accor Health, Safety and Environment policies, maintain procedures to minimise our impact on the environment and prevent pollution.

Confidentiality

- Ensure confidentiality and secure storage of all intellectual property and data bases, both hard copy and electronic. Adhere to Accor Internet and Email policy
- Ensure Hotel, Customer and Staff information or transactions are kept confidential during or after employment with the company.

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To be fully conversant with:

- Hotel fire procedures
- Hotel security procedures
- Hotel Health and Safety policy and procedures
- Hotel Facilities and attractions
- Hotel standards of operation and departmental procedures
- Mercure Appearance guidelines
- Mercure vision and its corresponding strategies
- Methods of accepted payment of the company
- Short and long term company marketing promotions

Our 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.

Disclaimer: Mercure Hotel Suites & Apartments shall provide an equal opportunity in all aspects of employment and career progress when it comes to gender, nationality, religion, ethnicity, disability and shall not tolerate any illegal discrimination or harassment of any kind.

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! **#BELIMITLESS**