



JAC Recruitment

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Indonesia

PR/123035 | Marketing Communications Manager

Job Information

Recruiter[JAC Recruitment Indonesia](#)**Job ID**

1545492

Industry

Real Estate Brokerage, Management

Job Type

Permanent Full-time

Location

Indonesia

Salary

Negotiable, based on experience

Refreshed

June 24th, 2025 10:47

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Key Responsibilities:

- Develop and implement integrated marketing and communication plans to position the hotel as a market leader
- Oversee all brand-related content including digital marketing, advertising, press releases, and promotional materials
- Build and maintain strong media, influencer, and community relations to maximize positive coverage
- Manage the hotel's online presence including website, SEO/SEM, and social media platforms
- Coordinate with the sales and F&B teams to support campaigns, events, and seasonal promotions
- Monitor marketing KPIs and provide reports with actionable insights
- Ensure consistent brand voice and visual identity across all channels

Requirements:

- **Minimum 3 years of experience as a Marketing Communication Manager in a 5-star hotel**
- Proven track record in luxury brand marketing, PR, and digital campaigns
- Strong media network and public relations skills
- Creative mindset with excellent writing and storytelling abilities
- Proficiency in digital marketing tools and analytics (e.g., Google Analytics, Meta Ads Manager)
- Bachelor's degree in Marketing, Communications, or a related field
- Fluent in English is a MUST.

Company Description