



Understanding People

## Director of Marketing, Luxury Resort Hotels マーケティングディレクター

## Luxury resort hotel group

## 募集職種

## 人材紹介会社

スペシャライズドグループ株式会社

## 求人ID

1586719

## 業種

ホテル

## 雇用形態

正社員

## 勤務地

東京都 23区

## 給与

経験考慮の上、応相談

## 更新日

2026年04月15日 11:16

## 応募必要条件

## 職務経験

3年以上

## キャリアレベル

中途経験者レベル

## 英語レベル

ビジネス会話レベル

## 日本語レベル

ビジネス会話レベル

## 最終学歴

大学卒：学士号

## 現在のビザ

日本での就労許可が必要です

## 募集要項

Our client, a luxury resort hotel group, is seeking an experienced Director of Marketing to lead marketing activities across two resort properties. This role offers the opportunity to drive comprehensive marketing strategies ,

enhance brand visibility, and collaborate with senior leadership and external partners to deliver impactful marketing initiatives.

**Key Responsibilities:**

- Lead marketing strategies for two resort properties
- Oversee digital marketing initiatives and campaigns
- Analyze marketing campaign performance and optimize results

- Develop destination-driven marketing strategies
  - Manage public relations and media visibility
  - Plan sustainable marketing initiatives
  - Collaborate with senior leadership on marketing direction
  - Coordinate cross-selling and upselling initiatives
  - Monitor competitor activity and market trends
  - Ensure brand standards in marketing materials
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- Planning and execution of marketing strategies (for two properties)
  - Planning and managing digital marketing initiatives - Analyzing and optimizing marketing campaign performance
  - Developing marketing strategies that highlight the appeal of the resort as a travel destination
  - Managing public relations activities and media exposure
  - Planning sustainable marketing initiatives
  - Collaborating with senior management to align marketing direction - Coordinating sales promotion initiatives
  - Monitoring competitor activities and market trends
  - Maintaining brand standards in marketing materials

**Qualifications:**

- 4+ years in marketing leadership
- Experience in luxury hotel or resort marketing is preferred but not mandatory
- Proven experience in digital marketing campaigns
- Strong understanding of marketing analytics and ROI measurement
- Business-level English required; Chinese or Korean is preferred but not mandatory
- Experience with social media Social media and influencer partnerships
- Familiarity with sustainable marketing practices
- Ability to manage budgets and forecasts
- Experience in public relations and media relations -

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- Proven track record in digital marketing campaigns
- Strong understanding of marketing analytics and ROI measurement
- Business level English required, Chinese or Korean proficiency is a plus
- Experience with social media and influencer partnerships
- Knowledge of sustainable marketing practices
- Ability to manage budgets and forecasts
- Experience in public relations and media relations

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会社説明