



## Murex Resorts in North Sulawesi seeks Marketing Manager

During COVID, Murex has remained open and committed to our staff and the industry. Due to our marketing efforts, & quarantine facilities, we now seek a Marketing Manager. In this versatile role you will be working with a seasoned local team & our expat managers. Murex's innovative Passport to Paradise package for divers, snorkelers and adventurers, makes marketing an exciting and dynamic department. The opportunity for growth through our multi resort network is limitless.

This is a full time position based either 50% on Bali and 50% in North Sulawesi or permanently in North Sulawesi. KITAS, travel, accommodation & meals in North Sulawesi are provided.

Coming from a strong hospitality marketing background, you will be expected to have:

- Proven experience in identifying target audiences and in creatively devising, marketing campaigns that engage, educate and motivate direct bookers, wholesale, agents and OTA users.
- Solid knowledge of website analytics tools, CRMs and, Google workspace and drive, social media platforms, online marketing tools.

Responsibilities:

- Develop strategies & tactics to get word out about our resorts to drive qualified traffic to us
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Build and maintain a strong and consistent brand through a wide range of online and offline marketing channels
- Experiment with a variety of organic and paid acquisition including, dive and travel exhibitions, event management, email campaigns, publicity, social media, lead generation campaigns, performance analysis
- Build strategic relationships and partner with key industry players, agencies and vendors.
- Measure and report to the owners on the performance of marketing campaigns, gain insight and assess against goals
- Analyze consumer behavior and adjust email and advertising campaigns accordingly

Established in 1988, Murex Resorts is the pioneer in North Sulawesi for offering resort, adventure travel/tours, scuba diving & snorkeling services to guests from around the world. Murex's commitment to delivering outstanding experiences and service is supported by staff at all levels, many of whom have been with us from the beginning.

Please apply by sending your CV and cover letter to [hr@murexdive.com](mailto:hr@murexdive.com).

[www.murexdive.com](http://www.murexdive.com)