

Phnom Penh, June 2019

MAADS was set up by the founders/operators of several well-known boutique hotels, restaurants and shops in Cambodia (such as Pavilion, Plantation, Templantation, Floatation, Penh House, etc.). More are presently under development and we foresee sustained further expansion. All projects have a consistent identity: strong character, great locations, interesting setups and lots of water and greenery. They reflect a sense of harmony and serenity, respect architectural heritage and provide a personalized service. MAADS actively promotes regional culture and responsible tourism, and strives to always positively maximize guests' experience of our destinations whilst supporting the well-being of our teams.

JOB SUMMARY

Ensure quality and consistent presence of MAADS and its properties on all communication channels.

DETAILED RESPONSIBILITIES

- Define and implement mid and long term communication objectives.
- Manage the communications team and ensure deadlines are met.
- Ensure all communication is in line with the MAADS Branding Guidelines.
- Create social media strategy and implement campaigns.
- Update communication strategy documents for all properties.
- Create sponsored advertising using tools such as, Ads Manager.
- Maintain a posting schedule, in line with each business' branding strategy.
- Post relevant contents in accordance with defined tones and schedules.
- Generate monthly reports with data analysis tools.
- Follow up and validate all communication materials.
- Supervise and coordinate events with the relevant teams on-site.
- Maintain and develop resource and contact databases.
- Manage media requests, organize and initiate Influencer collaborations.
- Represent the company in networking events and other meetings.
- Implement new internal organization tools and processes.
- Review user generated comments and posts in a quick and timely manner.
- Monitor competitors, best practices and innovative ideas across the internet.
- Maintain daily relevant communication with all sister-businesses, GMs and MAADS partners.

PROFILE

- Minimum 3 years experience as a Communications or Digital Marketing Manager.
- Graduated in communications, marketing, digital marketing, advertising or related fields.
- Experience with digital marketing tools, such as Ads Manager.
- Fluent in English. Khmer, French or Chinese being a plus.
- Passionate about travel and boutique hospitality.
- Ability to grasp rapidly the essential elements of a concept.
- Ability to see the big picture and summarize intricate presentations.
- Able to meet deadlines on tight schedules.
- Strong organizational skills with keen attention to detail.
- Strong listening and communication skills.

REPORT

To the Founders.

SCHEDULE

At the 240 MAADS office, from 9am to 6pm, 1 hour lunch break, 5 days per week and 1 Saturday per month (compensated by another day).

Evening and weekend work sometimes necessary to meet deadlines or attend events.

APPLICATION

Closing date: August 7, 2019.

Only shortlisted candidates will be contacted.

Only locally present candidates will be considered.

Please send CV (2 pages max), portfolio and cover letter to hr@maads.asia