

Hospitality Development & Management

Phnom Penh, January 2021

MAADS is set-up by the founders/operators of several well-known office park, boutique hotels, restaurants, shops, sport clubs and residences in Cambodia. Existing operations include Aquation, DIB Club, Templantation, Pavilion, White Mansion, Floatation, elsewhere. A few more businesses 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 are aesthetical, respect architectural heritage and provide a personalised service. MAADS actively promotes regional culture and responsible tourism, and strives to always positively maximise guests' and clients' experience of our destinations.

JOB SUMMARY

Ensure consistent, impactful and quality presence of MAADS managed properties on all major online channels, in line with their defined identities.

DETAILED RESPONSABILITIES

- Define, with the founders, mid and long term online strategy and objectives.
- Create a posting tone for each property, in line with their branding strategy.
- Create a posting schedule, in line with each business' branding strategy.
- Create social media campaigns in coordination with the other team members.
- Post relevant attractive contents in accordance with defined tones and schedules.
- Ensure the number of engagement/followers grows steadily.
- Ensure ongoing, interesting, engaging posts are done in Khmer, English and Chinese.
- Work with the communications team on Media and Influencer strategy.
- Liaise with bloggers and journalists.
- Permanently monitor all relevant online content, comments, reviews and blogs.
- Promptly reply to reviews, in coordination with GMs and in line with Maads guidelines.
- Interact on relevant topics on blogs and other online platforms.
- Ensure, with other team members, that websites and OTA contents are up to date.
- Ensure Maads related events are efficiently announced on all social media channels.
- Monitor impact of posting through online performance assessment tools.
- Generate monthly performance reports with impact analysis tools.
- Monitor the competitors' posts.

- Permanently monitor best/newest practices and innovative ideas across the internet.
- Ensure all communication materials are in line with the brand's principles.
- Maintain weekly communication with all sister-businesses and their GMs.

PROFILE

- Passionate.
- Interested/experienced in leisure travelling, food and beverage, nightlife, art scene.
- 2 years of managing social media platforms or other digital marketing platforms.
- Graduated in communications, marketing, advertising, PR, media or related fields.
- Passionate for social media, innovation and new technologies.
- Actively participating in a wide variety of social media activities, such as blogging, community development and management.
- Excellent in synthetic writing and visual presentations.
- Fluent in English. Khmer, French or Chinese being a plus.
- Absolutely up-to-date on all popular social networks – trends, design, functionalities.
- Willing to dedicate any necessary hours.
- Strong organizational skills with keen attention to details.
- Solid listening and communication skills.

REPORT

- To Maads founders.

SCHEDULE

- At MAADS office, Aquation on Koh Pich, 8:30 to 17:30, 1 hour lunch break, 4 ? days/week.
- Evening and weekend work regularly necessary to meet deadlines or attend events.
- Beginning of contract desired January 2021.

APPLICATION

- Closing date: 31 January 2021.
- Only shortlisted candidates will be contacted.
- Only locally present candidates will be considered.

Please send CV (2 pages max), portfolio, social media links and cover letter to leak@maads.asia