

# REQUEST FOR EXPRESSION OF INTEREST

Marketing Leader / Strategist / Manager

**13-Month Contract**

Closing Date: September 10<sup>th</sup>, 2021

The Parkside Hotel & Spa

810 Humboldt Street, Victoria, BC, V8V 5B1

Primary Contact: Trina White, General Manager

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*(Email is preferred contact method.)*

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## **COMPANY BACKGROUND:**

The Parkside Hotel & Spa is a 126-room independent boutique hotel that is locally owned and operated. We have multiple, very unique event spaces, meeting rooms, a Spa and a fitness centre. We are not a “beige, cookie cutter” hotel.

The Parkside Hotel & Spa is for the traveller seeking an authentic experience in downtown Victoria. We’re a modern oasis amongst the city centre hotels, where guests feel like locals.

Our mission is:

- To create an authentic individualized experience for our guests.
- Our team members are a fun and inclusive collection of individuals who thrive in a creative and energetic environment.

We operate under the following statement:

*The Parkside Hotel & Spa’s mission can only be achieved by all of us working as a collective team, where each team member is equally important to our success.*

## **BACKGROUND AND CONTEXT:**

We currently have a full-time Marketing Manager. They are responsible for day-to-day marketing functions - driving marketing strategy and initiatives for the Hotel and Spa (separately as individual businesses and together under a single brand). Our Marketing Manager is going on a 13-month maternity leave starting November 2021.

We would like to contract an individual, firm or agency to advance our current success and fulfill some of the more strategic and/or specialized marketing functions of this job role.

Ideally, you are an agile, full-stack marketer, or duo/team of specialists, who can ensure continuity and takeover advancing current initiatives, while helping us achieve and refine our goals. We’re looking for someone who can integrate with our internal team members, has experience in the field and is equally comfortable managing high-level strategies as they are managing tactical deliverables of individual campaigns.

## **GOALS FOR THE ROLE:**

Ideally, we want to ensure successful maternity leave coverage of the Marketing Manager role. What does that success look like to us?

- Ensuring continuity of marketing strategies already in-flight and flawless execution of tactics/deliverables;
- Growing brand equity and awareness (we are not looking for a rebranding or to reinvent ourselves, but to build on what we have);
- Growing the hotel's revenues while managing overall marketing/acquisition costs;
- Monitoring standard KPI's and using the data/analytics to identify, define, align and optimize strategies and tactics to support identified goals;
- Developing a long-term content marketing and PR strategy.

## **SCOPE OF WORK:**

### **MARKETING STRATEGY:**

To create a marketing roadmap that highlights key goals. We've got some in mind and we expect you may suggest others based on your assessment and experience.

We want this roadmap to include developing a Sales & Marketing Plan which unifies all our plans for all revenue-generating team members. Our current version encompasses strategies, tactics, events, conferences, memberships, budgeted expenses, etc. that we plan to undertake each fiscal year.

Additionally, we want to grow our brand equity and digital footprint, with a high-level goal of driving direct (commission-free) bookings. A key part of this strategy is a content vision and a 6-month rolling content plan.

### **BRANDING:**

You'd be the keeper of our brand. Expert eye for detail is required to ensure that our branding is consistent, protected, correctly applied, and flows throughout the guest experience and on all marketing touchpoints.

### **CONTENT MARKETING & COPYWRITING:**

We've identified an opportunity to use content marketing to increase our visibility in search and drive awareness. Your role would include developing a content strategy, including keyword research, writing or acquiring current, and relevant content for our blog, website and social media channels. You'll liaise with a property-level team member to help them curate and "fill-in" in the content plan "organically" with posts featuring day-to-day scenes from the hotel.

You're the hotel's "go-to" for copy. Whether it's a new piece of collateral, description for a trade show, press release - your linguistic prowess will be highly sought after by our internal teams.

### **WEBSITE, SEO & PAID SEARCH:**

You'll "own" the hotel's website. . We've engaged a leading vendor in the hospitality space to create this for us, and you'll be the primary contact for them as we continue to optimize the site Day-to-day, you'll be responsible for all website content - ensuring that the site is functional, optimized for search and conversion, and that our digital goals are being achieved.

We invest heavily in paid search (GoogleAds and remarketing), managed by leading vendors in the hospitality space. You'll manage the transition from one vendor to another, as we bring all our services under one roof. You're not going to manage individual campaigns, but will be responsible for reporting on them, and liaising with the vendor to maximize the value (ROAS) the hotel achieves.

You'll be responsible for the hotel's organic search presence - and should be prepared to develop a plan to ensure optimal placement.

### **EMAIL MARKETING:**

You'll be responsible for all email marketing campaigns. We have an existing list of engaged subscribers, but more can be done to personalize their experiences, A/B test, segment and optimize this channel.

### **GRAPHIC DESIGN:**

We're a small property and being small means, we have built strong relationships with vendors to assist in marketing. The marketing specialist will work with Thorne Creative who will oversee the design.

## **MEDIA & PUBLIC RELATIONS:**

We have an opportunity to develop the PR strategy for the hotel. Today, you'll receive inbound media opportunities, primarily from DMO's. We want someone who can develop and manage a strategy to raise the hotel's visibility in traditional and online media.

As well as manage the type of influencers we use in our marketing strategies.

## **REPORTING & ANALYTICS:**

We meet weekly (at the hotel's Revenue Meeting), to review all KPI's. We'd like you to bring our usual stats to the table, and call-out new metrics we should be looking at, too. You're responsible for all marketing KPI's and will work with the hotel's Revenue & Sales team to ensure we're meeting our overall revenue goals.

You should be comfortable collecting, presenting and reporting on key metrics, and identifying new opportunities from these.

Plan to report to and meet weekly with our General Manager.

## **CURRENT TOOLS IN THE TOOLBOX:**

- Responsive CMS website, developed by leading hospitality services provider
- online booking engine, developed by the same vendor
- New paid search campaign, developed and managed by the same vendor
- Google Analytics
- Revinate (guest surveys and email marketing)
- Canva
- Trello & Hootsuite
- Sertifi (Sales Authorization and Contract Signing Software)
- Delphi Sales & Catering (CRM for hotel's B2B relationships)
- Wordpress website - Spa

## **TIME AND PLACE:**

Ideally, we'd like this contract to start mid-to-late October, to allow for crossover with the current Marketing Manager. Most functions of this role

can be completed off-site; including weekly meetings that can be managed through Teams or Zoom. Regular communication with other departments (internal stakeholders) and external vendors will be required.

This position is approximately 30 hours per week.

### **TIMELINE FOR RESPONSE:**

We will accept responses to this Request for Expression of Interest until September 10th.

### **EVALUATION OF PROPOSALS:**

We'll be looking at the following elements when considering how to move forward.

- Relevant experience;
- Hotel industry experience;
- Understanding of the role, ability to respectfully build on what's already here, while educating us on new opportunities and elevating the future of what we do;
- Familiarity and experience with tools we use;
- Fit, culture and alignment with our team and vision;
- Proposed fee structure.

### **BUDGET/FEE STRUCTURE:**

Please be prepared to propose a budget/fee structure for your services that is services-only for this contract. If we should contemplate any expenses, please call these out in your proposal.

### **APPLICATION PROCESS:**

We know this isn't a cookie-cutter opportunity, and don't want to stifle anyone with process. If you're interested, we'll move forward like this:

1. Respond to this Request for Expression of interest, by email to the General Manager with the below:
  - a. A cover letter highlighting yourself/firm's relevant experience;
  - b. Resume for all proponents who may work on this project;
  - c. A brief portfolio or summary of similar projects or experience;

- i. **If you're already a marketing contractor or firm**, please provide 2-3 relevant examples of project (current or completed) with 5-7 bullets on key highlights, deliverables or achievements;
  - ii. **OR, if you're new to the freelance space**, please ensure your cover letter reflects this, and your resume highlights the positions you've held that make you a great fit for this opportunity.
2. We'll meet for a conversation - this is your opportunity to ask questions and seek clarification on the scope of work - and our opportunity to get to know you. It's a two-way job interview.
3. If we're interested after the interview, we'll ask you for a proposal. Please be prepared to detail your fee structures at this time, and to provide us with references. We're looking to move quickly, so please be prepared to provide a proposal within a few days of interview.
4. We'll award a contract - and we can get started!