



PORTONovi

MONTENEGRO

JOB DESCRIPTION

Name of the position/work place: **Marketing and Communications Manager**

Organization Department: **Marketing and Communications Department**

Reports to: **Head of Marketing and Communications**

Portonovi seeks an innovative and results-oriented Marketing and Communications Manager who will deliver various marketing and communications activities. This role includes managing day-to-day marketing activities of the organization and the long-term marketing strategy for the company.

Reporting to the Head of Marketing and Communications, the key focus of this role is to continue building a positive brand reputation for Portonovi and to leverage this in support of sales for the Residential component of the site, and, additionally, the Resort and Marina business units. The ability to demonstrate the ROI of integrated marketing campaigns is essential to the success of this role.

A community engagement strategy will also be a key focus for the Marketing and Communications Manager, developing initiatives to drive footfall to retail and F&B outlets onsite alongside bringing the development to life through a series of events and creating a communications program to engage residents and visitors alike.

Key Responsibilities:

- Be the Portonovi Brand Guardian, always championing the brand as a brand ambassador.
- Ensure brand standards are always maintained, creating processes and systems to ensure effective brand management is in place and with a particular emphasis on 3rd party marketing activity.
- Working closely with the Head of Marketing and Communications to create an annual marketing plan to address all aspects of marketing activity across the site, addressing and supporting the goals of each business unit whilst ensuring alignment to maximize ROI.
- Set in place a monthly reporting process to advise of activity undertaken and results achieved with revisions where necessary to the plan
- Responsible for management of the marketing budget in line with the approved annual plans; reporting all sales and marketing invoicing
- Deliver integrated marketing communication plans to build a positive reputation for the development and deliver a pipeline of qualified leads
- Work with and manage Creative and Media agencies to deliver impactful rollout of multi-channel campaigns across target markets.
- Ensure all channels are regularly maintained and updated in line with the content plan (website, social media etc)
- Establish KPIs across each campaign and monitor response to evaluate effectiveness
- Manage the PR agency, journalist/media engagement program, influencer/blogger, KOL initiatives, maximize delivery of project press releases, establish a full press office capability, analyze media reports, prepares regular reports of PR presence of the Company in media.
- Manage the media agency (on and offline), including but not limited to a media placement strategy focused on lead generation, media plans that deliver the best value from media spend, and innovative ways to promote Portonovi through media.
- Provide Marketing Tools to support the Sales Teams.



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- Conduct research and analysis of local and international market trends, demographics, pricing schedules, competitor products, and other relevant information for marketing campaigns.
- Work with retailers and F&B outlets to develop a program of offers and events to attract the local market.
- Develop channels to engage the Portonovi homeowner/guests in activities and events across the site.

Education: Bachelor's Degree qualified or equivalent. Additional marketing qualifications are beneficial.

Work Experience: Minimum 6 years' experience in an international marketing role, ideally in luxury/high-end markets.

Skills and Competencies:

- Previous Management experience is essential.
- Demonstrate the ability to design and manage extensive multi-channel campaigns across online and offline channels.
- An avid user of social media and understand how to best market on these platforms.
- Ability to adapt and to be result-oriented in a complex organization company and cross-cultural environment
- Demonstrate experience managing multiple internal and external stakeholders, agencies, and any other third parties.
- Excellent attention to detail, organization, and planning skills.
- Excellent written and verbal communication skills – Montenegrin and English are essential.

*The position is office-based, Herceg Novi, Montenegro.

*Portonovi Resort Management Company: owned by Azmont Investments, operates Portonovi Resort aiming to redefine standards set within Montenegro and across the Mediterranean. This luxury resort prides itself in becoming a globally recognized development set in a unique position at the entrance to Montenegro's beautiful Boka Bay.