



Marketing Manager

Mana Earthly Paradise (Mana) is a next-gen eco hotel, run by a social enterprise Earth Company, where sustainability and regeneration are at the forefront of everything we do. From our eco facility using solar power and rainwater harvesting to our farm-to-table Indo-Japanese restaurant and conscious store, Mana strives to be a responsible business. In October 2022, Mana became the first B corp certified hotel in Southeast Asia.

For more information:

www.manaubud.com

www.instagram.com/manaubud/

Requirements for Marketing Manager

(Please carefully read the points below before applying)

- 3-5 years of relevant experience serving as a marketing manager for other companies.
- Proficiency in both English and Bahasa Indonesia - written and spoken.
- Proficiency in key features of the Google Workspace including Drive, Gmail, Meet, Forms, and especially Docs, Sheets (Excel spreadsheets), and Slides (powerpoint).
- A proactive communicator with a can-do attitude who can manage complexity.
- Passion for sustainability and regeneration. Yes, this is super important!
- Indonesian citizenship (or legally entitled to work in Indonesia).
- (If you do not meet all the above criteria, but think you are the best candidate for this position, please apply and explain your motivation and shortcomings in the cover letter).

If you fulfill the requirements above and would like to join our team:

Please send the following three items to jobs-bali@earthcompany.info

1. Your CV.
2. A cover letter in English, explaining your passion and experiences.
3. A 1-min video, explaining why you are the perfect candidate for the position. As emailing video files is heavy, please send us a link to your video.



Job Description

Provide Mana with necessary PR & Marketing services associated with its day-to-day operations. Report to the management / owner.

1. PR & Marketing

Marketing Strategy:

- Conduct marketing research to identify new markets and business opportunities and help increase sales.
- Plan and implement multiple marketing initiatives across various platforms.
- Set marketing action plans, assess and update action plans quarterly.
- Manage projects within the marketing department adhering to the marketing strategy.
- Revisit Mana's marketing strategy and propose necessary improvements and refinements.
- Implement multiple marketing initiatives and strategies across various platforms.

Information Management:

- Content copywriting, graphic design, and video editing.
- SEO and SEM management and optimization.
- Management of all Mana's social media channels (i.e. Facebook, Instagram, newsletters, blogs, etc. in a timely and pleasant manner), mail marketing, and influencer marketing activities.
- Create and update content in the website in a timely and pleasant manner.
- Create and update all marketing materials (e.g. brochures, promotional materials, sales demo kit, welcome kit, press kit, souvenirs, etc.).
- Make action plans and run online ads on social media and Google.
- Design and update customer database.

Guest Relations:

- Represent the Mana team at various events and exhibitions.
- Generates groups and corporate leads through internet prospecting, networking, and telemarketing.
- Perform hotel site tours.
- Conduct customer surveys and responds to complaints from customers and provide after-sales support.
- Work with respective department to improve the quality of services and customer experience based on customer feedback.



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2. Reporting

- Prepare and submit weekly and monthly marketing reports & Key Performance Indicators (KPIs).
- Measure, analyze, and report on marketing campaigns against goals (Return On Investments and KPIs).
- Analyzing marketing performances including website traffic, engagement on social media, blog traffic, advertising performance (online and offline), etc.

3. Other tasks as necessary and requested by the management, owner and other members.