



## Position Description

**Title:** Director of Marketing

**Location:** Adelaide

Company: 1834 Hotels

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## PRIMARY OBJECTIVES

As the **Director of Marketing** for **1834 Hotels**, you will lead the marketing function from the 1834 Hotels head office in Adelaide, overseeing all group-wide and brand-aligned marketing activity across a national portfolio of hotels and resorts. This is a strategic leadership role focused on building and implementing the marketing systems, tools, and processes that enable efficient, effective marketing support across the 1834 Hotels network.

Rather than executing local marketing for each property, your focus is on empowering hotels through centralised frameworks, digital infrastructure, brand assets, agency partnerships, and strategic marketing guidance. Each hotel benefits from scalable support systems—without relying on centralised task execution.

You will also oversee the development and positioning of 1834's owned and operated brands such as AUS Weekend Escapes, Angus & Co and other emerging consumer-facing brands. For global franchise hotels in the group, you will collaborate with brand partners to leverage existing marketing systems, campaigns, and brand assets, ensuring local execution aligns with global expectations.

You will work closely with the Sales, Revenue, Operations teams to ensure marketing strategy is fully integrated into broader business objectives. This includes managing the group marketing calendar, overseeing campaign and partner performance, and driving innovation across internal systems and external marketing partnerships.

Above all, we are seeking a marketing leader—someone who understands strategy, leverages systems, data, agencies, and resources effectively, and can build a robust, scalable, and future-focused marketing framework. This framework must empower each hotel to thrive individually, while enhancing the collective success of the 1834 Hotels network.

The Director of Marketing will work closely with the Chief Commercial Officer, who provides overarching group marketing strategy and guidance across the portfolio. This collaborative leadership structure ensures alignment at the top and empowers the Director of Marketing to drive execution with purpose and confidence.

While this is a strategic leadership role, it also calls for someone who's not afraid to roll up their sleeves—whether that means jumping in to support a property with a time-sensitive campaign, crafting a social media post, or helping get a last-minute initiative over the line. 1834 Hotels is a fast-growing, high-energy organisation that isn't slowing down. We're looking for someone who thrives on a challenge, takes initiative, and knows how to turn ideas into action.

**Key areas of focus include:**

- **Providing strategic direction and practical marketing support** to the 1834 Hotels network and internal teams—ensuring all hotels, whether branded or independent, are equipped with tools, templates, systems, and guidance to successfully execute local marketing initiatives.
- **Destination marketing**, focused on driving demand and visibility through strong brand and location-based positioning.
- **Strong SEO** through content marketing, ensuring long-term organic visibility and online performance across hotel and brand websites.
- Online reputation management, including templated guest response guidance and strategies to improve and maintain strong review performance across platforms.
- **Digital marketing** systems, including:
  - Advertising platform setup and campaign automation.
  - CRM infrastructure and data management strategies.
  - Development of CRM templates and best-practice usage guides for hotel teams.

- Creation of social media toolkits to support consistent and brand-aligned posting.
- Creation of marketing plan templates and structured rollout tools for hotels and emerging brands.
- Development and rollout of new brand identities and associated visual and digital assets.
- Support for sales and marketing planning during hotel openings, brand refreshes, and relaunches.
- Drafting and issuing media releases through the MediaNet portal.
- **Coordination of graphic design** projects, ensuring creative consistency and alignment with brand standards across all platforms and properties.
- **Oversight of WordPress** website development partners, ensuring all hotel and brand websites are well-designed, fully functional, and optimised for user experience and conversion.

## **PRINCIPAL RESPONSIBILITIES & ACCOUNTABILITIES**

### **Marketing Strategy and Leadership**

- Development of annual marketing plans aligned to business and revenue goals.
- Leading campaign execution, including media planning, activation, and performance reporting.
- Managing email marketing strategy, content calendars, and results analysis.
- Influencer and user-generated content campaign development and oversight.
- Local F&B promotion planning and implementation support.
- PR calendar development, media relationship management, and tactical campaign execution.

### **Collaboration and Stakeholder Engagement**

- Cross-functional collaboration with Sales, Revenue, and Operations to drive cohesive strategies.
- Managing third-party partnerships, sponsorships, and cooperative marketing.
- Engagement with clients, hotel partners, and stakeholders to maximise campaign success.

## **Analysis and Insights**

- Tracking and reporting of marketing KPIs, campaign impact, and ROI.
- Website performance reviews with a focus on content, UX, and conversion.
- Use of analytics, customer profiling, and segmentation to refine marketing outputs.

## **Team Leadership and Development**

- Mentorship of Marketing Coordinators and junior team members.
- Fostering innovation and collaboration within the marketing team.
- Driving internal brand engagement and building a strong internal brand culture.

## **Content Planning and Creation**

- End-to-end content management across blogs, eDMs, websites, social media, and video.
- Development and oversight of content aligned with brand voice and strategic goals.
- High-quality briefing for internal and external creatives/agencies.
- Copywriting for digital and offline channels.
- Content updates across hotel websites for promotions, SEO, and guest experience.

## **GENERAL KNOWLEDGE & EXPERIENCE REQUIRED**

- Extensive experience in leading strategic marketing initiatives, particularly within the hospitality, tourism, or travel sectors.
- Demonstrated success in managing integrated marketing campaigns (both digital and traditional), with a strong grasp of planning, execution, and performance analysis.
- Solid understanding of SEO, paid media, CRM, content strategy, and social media marketing, with the ability to oversee specialists or agencies in these areas and ensure delivery aligns with strategic goals.
- Proven capability in project and stakeholder management, able to coordinate multiple concurrent initiatives across a broad network.
- Strong commercial acumen and the ability to interpret data, extract insights, and guide data-informed decision-making across the team.
- Skilled in creative direction, brand storytelling, and content quality assurance, ensuring all outputs align with brand tone, audience needs, and campaign objectives.

- Experience leading teams and managing external agencies or partners, including holding them accountable to performance, budget, timelines, and strategic impact.
- An innovative mindset, with openness to using AI tools and emerging technologies to enhance content creation, automation, and marketing operations.
- Excellent communication and interpersonal skills, with the ability to influence stakeholders, build trust, and lead cross-functional collaboration.
- Willingness to travel interstate as required to support hotel openings, brand rollouts, and key campaigns.

## ORGANISATIONAL RELATIONSHIPS

- **Reports To:** Leigh Kentwell, Chief Commercial Officer – who leads the development of top-line marketing strategy for the 1834 Hotels group and works collaboratively with this role to shape priorities, ensure alignment, and enable successful execution across the network.
- **Direct Reports:** Two direct reports, including Marketing Coordinators or similar roles.
- **Collaboration:** Works closely with the Sales, Revenue, and Operations teams, as well as hotel General Managers, to align marketing efforts with business objectives.
- **Agency Management:** Responsible for managing a range of external agency relationships, including media buying, creative/design, digital/web development, and print production partners—ensuring deliverables are high quality, on brand, and aligned with strategic goals.

## ABOUT 1834 HOTELS

1834 Hotels is a specialist hotel management group offering tailored white-label solutions to a diverse portfolio of hotels and resorts across Australia. With our head office based in Adelaide, we support a wide-ranging network of independently owned properties and branded franchises—each with their own unique identity, but unified by a shared commitment to operational excellence and commercial performance.

Our services span all core disciplines of hotel management, including revenue strategy, sales, marketing, food and beverage operations, compliance, distribution, finance, and systems implementation. We are proud to partner with a mix of regional icons, urban properties, lifestyle hotels, and nationally recognised brands.

What sets 1834 Hotels apart is our focus on **providing structure, systems, and professional support**, while allowing each hotel to maintain its unique voice and customer offering. We drive performance through data-backed decisions, centralised tools, trusted supplier relationships, and a passionate team that understands both the art and science of hospitality management

[www.1834hotels.com.au](http://www.1834hotels.com.au)