



JUNIOR MARKETING EXECUTIVE

Part time, 20 hours/ week

Reports to: Sales and Marketing Manager

Salary: 12 000 Kč brutto

Location: Prague, Czech Republic

Department: Support Centre

Job Purpose: To support development and execution of BoHo’s online marketing and content activities with a focus on securing more direct bookings and higher occupancy.

The ultimate goal for you is to ensure that all of our existing and potential guests fall in love with BoHo, they want to come and stay to experience our BoHo community and that they become our BoHo ambassadors and help to spread a word about us.

Key Role Responsibly and Accountabilities	Qualification	Behavioural Competencies
<p>To collaborate with Sales and Marketing manager and a marketing team on developing and implementing BoHo’s marketing plan.</p> <p>Online marketing - content: Preparation of content for BoHo websites, social media, newsletters, booking portals (text, photos, video, graphics). Regular maintenance of the content. Securing high engagement of our fans (coming up with ideas for competitions, responding to comments). Communication with bloggers and journalists (evaluating them, providing them with photos and information about BoHo).</p> <p>Online marketing - performance: Support in setting</p>	<p>Proven experience with at least some of these programs required (willingness to learn more about the rest):</p> <ul style="list-style-type: none"> • Facebook Ads manager, Hootsuite or other social media management software • Mailchimp, Sengrid or other e-mail marketing software • Google Analytics and Search Console • Google AdWords • Wordpress (basic web updates) • Photo/video editing software 	<p>Independent Ability to manage own work within tight deadlines, adjust to changes in priorities, and balance short-term needs with long-term strategic initiatives.</p> <p>Team player with a sense of community Understands the meaning of community and generates the energy which is required to deliver sense of community both for guests and staff.</p> <p>Business Perspective Realizes that marketing should not only look cool but it mainly needs to help the</p>

up online ads (Facebook, PPC - search, display), optimization, reporting, evaluation of the performance (FB Ads manager, Google Analytics).

Event marketing: Coordination of promotion of events at BOHO bars and cafés (Facebook and other online promo – goout.cz, expats.cz).

Marketing administration: coordination of graphic materials production, preparation of information for new contracts, listings.

Conducting various research and analysis (customer reviews, competitors, market research).

- Graphic design software

Either Czech native speaker or equivalent level (C1/C2) with a very good knowledge of English (B2/C1) OR English native speaker or equivalent level (C1/C2) with a very good knowledge of Czech (B2/C1). Knowledge of other languages is an advantage.

Highly developed verbal and written communication skills. Passion for story telling and an eye for detail.

Analytical skills.

Experience in hospitality is a plus as well as being a well travelled person.

Own laptop and a smartphone or camera is required.

business to grow.

Innovative & Adaptive

Embraces change and is open to find ways of improving what is done. Adapts well to changing circumstances maintaining a positive outlook. Actively seeks ways to maximise profits and to deliver improved customer experience.

Passionate about new things

Keeps up to date with the latest trends in online marketing, travel, hospitality etc.