

Marketing Manager

Luna Beach Luxury Boutique Hotel

Position Overview

Luna Beach Luxury Boutique Hotel is seeking a creative, organized, and results-driven Marketing Manager to lead the resort's digital presence, brand growth, guest engagement, and promotional strategy. This role is responsible for overseeing all marketing initiatives for the hotel, restaurant, events, and guest experiences while positioning Luna Beach as one of Roatán's premier luxury boutique destinations.

The Marketing Manager will also be responsible for driving traffic, visibility, and revenue to the hotel, food & beverage outlets, events, and resort activities through strategic marketing campaigns, promotional initiatives, and brand development efforts.

The ideal candidate combines hospitality marketing experience with strong creative direction, digital marketing expertise, graphic and web design abilities, and the ability to independently execute campaigns and creative concepts in a fast-paced environment.

Key Responsibilities

Digital Marketing & Brand Management

- Manage and grow Luna Beach's online presence across Instagram, Facebook, TikTok, Google, and email marketing platforms.
- Create and execute monthly marketing calendars and promotional campaigns.
- Develop branding strategies aligned with the luxury boutique positioning of the hotel.
- Maintain consistency in visual identity, tone, and messaging across all platforms.
- Develop initiatives designed to increase visibility, guest engagement, direct bookings, and traffic to the resort's dining outlets and activities.

Content Creation & Social Media

- Capture and coordinate high-quality photo/video content for social media, advertising, and website use.
- Create engaging captions, reels, stories, graphics, and promotional materials.
- Plan and promote weekly events, dining experiences, seasonal campaigns, and resort activities.
- Coordinate influencer collaborations and partnerships when applicable.
- Create content strategies that help drive traffic and revenue across hotel accommodations, food & beverage outlets, and guest experiences.

Graphic Design & Creative Direction

- Design digital and print marketing materials including:
 - Social media graphics
 - Flyers and posters
 - Menus
 - Promotional banners
 - Event branding
 - Presentation materials
 - Resort collateral
- Ensure all creative assets align with the Luna Beach luxury brand identity.

- Develop creative concepts and visual campaigns for hotel promotions and events.

Website Design & SEO

- Coordinate website updates, landing pages, promotional pages, and visual improvements.
- Assist with website design, user experience, and mobile optimization.
- Improve SEO visibility for the hotel, restaurant, and resort activities.
- Work alongside web developers or external agencies when needed.
- Support digital initiatives that increase online inquiries, direct bookings, and awareness of resort experiences.

Advertising & Campaign Management

- Manage Meta Ads, Google Ads, retargeting campaigns, and promotional advertising initiatives.
- Monitor campaign performance, ROAS, occupancy-driven promotions, and booking conversions.
- Develop campaigns targeting local and international markets including Honduras, USA, and Canada.
- Create promotional campaigns designed to drive traffic and revenue for rooms, food & beverage outlets, activities, and resort events.

Radio Advertising & Audio Branding

- Create and coordinate radio advertising campaigns and promotional audio spots.
- Write scripts and assist in the production of radio commercials.
- Develop promotional jingles and audio branding concepts for Luna Beach events, restaurant promotions, and resort campaigns.
- Coordinate with local radio stations, voice talent, or production teams when required.

Guest Experience Marketing

- Develop strategies to increase direct bookings, guest retention, and overall resort engagement.
- Drive traffic and revenue to hotel accommodations, food & beverage outlets, events, and resort activities through targeted marketing initiatives and promotions.
- Create automated email and WhatsApp communication flows for guests.
- Assist in reputation management and online review generation.

Event & Partnership Coordination

- Plan and market themed nights, special events, holiday activations, and resort experiences.
- Coordinate with local vendors, musicians, tour operators, and partners.
- Drive awareness and guest participation for resort dining experiences, activities, and entertainment offerings.
- Support revenue-generating initiatives across rooms, food & beverage, and activities.

Reporting & Strategy

- Provide monthly marketing reports including:
 - Social media growth
 - Advertising performance
 - Website traffic
 - Campaign ROI
 - Occupancy support metrics
- Present new ideas and marketing strategies to ownership and management.

Candidate Profile

Preferred Qualifications

- Experience in hospitality, tourism, luxury, or restaurant marketing.
- Strong understanding of social media strategy and paid advertising.
- Experience with Meta Ads Manager and Google Ads.
- Graphic design experience using Canva, Adobe Creative Suite, or similar platforms.
- Basic website design and content management experience.
- Experience creating marketing campaigns for hotels, restaurants, or tourism brands.
- Creative copywriting and storytelling skills.
- Excellent written and verbal communication skills in English and Spanish preferred.
- Strong organizational and project management abilities.
- Ability to work independently and take initiative.

Ideal Candidate Traits

- Creative and detail-oriented
- Strong storytelling and branding ability
- Passionate about hospitality and tourism
- Trend-aware and visually driven
- Self-motivated and proactive
- Comfortable managing multiple projects simultaneously
- Professional and solution-oriented

Bonus Skills (Preferred but Not Required)

- Photography or videography experience
- Audio editing or radio production experience
- Experience with hotel booking engines or CRM systems
- Email marketing automation experience
- Hospitality PR or influencer marketing
- Knowledge of luxury travel trends

To apply, please send your CV and portfolio/work examples to richardb@lunabeach.net