

Xotels

Job Description: Marketing Trainee - Intern

About Xotels

Xotels is an international hotel management company and was founded in 2006. From our offices in Amsterdam, Barcelona, Brussels, New York and Jakarta we support our client portfolio throughout Europe, North-America, Middle East and Asia Pacific.

We offer independent hotels with infrastructure and know-how that allows them to outperform their local competitors including properties belonging to global hotel chains. In today's highly dynamic and rapidly evolving market place it is vital for independent hotels to have the right tools and support to become market leaders.

Through proven best practices and creative strategies, our team of experts increases REVPAR and GOPPAR for our hotel clients.

We specialize in:

- Hotel Business Development
- Hotel Revenue Management
- Commercial Strategies
- Ecommerce
- Online and Offline Distribution
- Tour Operator & Wholesaler Contracting
- Hotel Website Development
- Search Engine Optimization
- Internet Marketing
- Social Media
- Technology

We work with a wide range and variety of accommodation providers including city hotels, boutique hotels, design hotels, luxury hotels, resorts, budget hotels, youth hostels, apart-hotels.

Role

Marketing Trainee / Intern

Job Location

Barcelona Spain

Role & Tasks

- Assist in the creation of content for the web, blogs, e-mail campaigns, online promotion, etc. Support to improvement the content of the websites and blogs, including the glossary
- Rate Shopping / rate parity monitoring

- Investigation / other projects (SEO keywords database, Hotel brochure etc)
- Provide support to social media efforts
- Assist with execution of trade shows and events
- Seek and analyze competitor marketing and sales materials both on and offline
- Perform analysis of marketing and sales data
- Support to sales managers with prospecting activities and creation of Databases

Profile

- Currently enrolled in College or University
- Must already have EU student permit / visa
- Studying marketing, sales, or hotel management
- Experience in Marketing or Sales Department
- Knowledge of Office
- Confident and determined approach
- Communication skills
- Organized and strong analytical skills
- Extremely motivated and result driven
- Ability to work both independently and as part of a team
- Good oral and written communication skills in English. Spanish, French, and other languages are an asset
- Minimum of 5/6 months

Application

Please send your application to hr@xotels.com.

<http://www.xotels.com/>