

Renaissance Amsterdam Hotel – Digital Marketing Executive

DISCOVER THIS WAY

Exploring the world doesn't have to stop when the working day starts. At Renaissance Hotels we know your passion for discovery is more than a hobby, it's a career.

The Renaissance Amsterdam Hotel has the position of **Digital Marketing Executive** available, in one of Europe's most dynamic cities.

Are you ready to take your digital marketing career to the next level in a fast-paced, innovative environment? We're looking for a creative and data-driven Digital Marketing Executive who thrives on building impactful campaigns and driving measurable results. In this role, you'll have the opportunity to shape our online presence, experiment with new channels and work alongside a passionate team that values fresh ideas. If you enjoy blending strategy with hands-on execution and staying ahead of digital trends, this is your chance to make a real impact. Join us and help turn insights into growth while elevating our brand in a competitive digital landscape.

Role Overview

As a Digital Marketing Executive, you will be responsible for optimizing the hotel's online image including 500 hotel rooms, 4 food & beverage outlets, meeting & events facilities and our historic 17th-century church by planning, executing and analysing marketing campaigns across multiple online platforms. You will play a key role in increasing brand awareness, generating leads and improving guest engagement through innovative digital strategies.

Key Responsibilities

- Plan, execute, and manage digital marketing campaigns across key online channels, including SEO, GEO, email marketing, Meta Ads, Google Ads, and analytics platforms, as well as other digital advertising tools
- Track, evaluate, and report on campaign performance using analytics tools, applying data-driven insights to improve effectiveness
- Maintain consistency across all digital touchpoints by regularly updating content and messaging
- Work closely with internal teams to ensure marketing initiatives support overall business goals
- Conduct market research and competitor analysis to uncover new opportunities and trends
- Manage and update the hotel's main website along with any supporting microsites
- Develop engaging marketing materials for the hotel and its food & beverage outlets
- Oversee guest communications throughout the journey, including pre-arrival, during the stay, and post-departure

Requirements

- Bachelor's or master's degree in marketing, business, or a related field
- Proven experience in digital marketing or a similar role for at least 1 or 2 years
- Strong understanding of Google Ads, META ads, SEA and SEO, GEO, social media and analytics tools
- Have knowledge of Adobe Creative Cloud
- Have strong communication skills (verbal, listening, writing) in English, Dutch and every other language is a plus
- Creative mindset with strong attention to detail
- Ability to manage multiple projects and meet deadlines
- Be able to thrive in a fast-paced environment

Here is what you can look forward to:

Located just moments from Amsterdam Central Station, the Renaissance Amsterdam Hotel has entered an exciting new chapter and we invite you to be part of it.

An inspiring and professional environment that nurtures creativity and personal development.

- Travel allowance to make your daily commute easier.
- Bonus for employee referral, more friends = more bonuses!
- Personal coaching to support you in your day-to-day job and lots of development and training opportunities.
- Clear and exciting career paths within our expanding hotel, providing opportunities to advance and make your mark.
- Special Associate Rate discount available for Marriott and Archer products worldwide.
- A uniform which will be dry-cleaned by the hotel.
- A TakeCare program: a comprehensive Marriott wellness initiative designed to support the physical, mental and emotional well-being of our ambassadors.
- As part of our culture we celebrate recognition and organize many social activities, such as our Associates Appreciation Week, yearly Staff Party and Team outings.

*Curious to join a team where sustainability and hospitality go hand-in-hand? Apply now and be part of something special. We are proud to be recognised as **Europe's Leading Sustainable City Hotel 2025**, and we are committed to continuous improvement: environmentally, socially and culturally.*

The Renaissance Amsterdam Hotel is an equal opportunity employer, and we welcome all applicants who want to grow with us.

Apply now and be part of our digital success story!

<https://www.marriott.com/en-us/hotels/amsrd-renaissance-amsterdam-hotel/overview/>