



CONTENT MARKETING MANAGER | CUVÉE

About Cuvée

Cuvée owns and curates a rare collection of ultra-luxury villas and chalets in celebrated global destinations. Our vision is to create the world's most elevated travel experiences by connecting our guests to their surroundings through couture design and architecture, exceptionally tailored guest planning, and immersive, singular cultural experiences.

Our quality and personalization have garnered unparalleled praise from our audience of discerning travelers, who consistently entrust us to play host to their annual milestones, family gatherings, and celebrations of life in Cuvée-style. Learn more at cuvée.com.

Job Description

This role is responsible for content ideation, creation, and execution, aligning all content to Cuvée's marketing strategy. Individuals should possess experience in content marketing, SEO content optimization and SEO-friendly writing, social media, short and long-form copywriting, email marketing, and content management systems. Experience in luxury travel, hospitality, real estate, or vacation rentals is a plus, but not required.

The Content Marketing Manager will report directly to the Vice President of Marketing.

Job Responsibilities:

- Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver sales and customer retention.
- Integration of content programs with marketing campaigns to drive brand demand.
- Copywriting across multiple marketing channels, including but not limited to front-end and back-end website, email campaigns, social media, and print materials.
- Optimizing content according to SEO principles.
- Experience driving organic web conversions based on content search query research and keyword content optimization.
- Create and publish engaging and traffic-driving content.
- Blog management, curation, and editorial writing.
- Social media content development, coordination, and execution.
- Email campaign development, deployment, and execution.
- Coordination of content calendars across all digital content channels.
- Compilation of weekly marketing metrics and reports.
- Updating quarterly and monthly marketing plan and strategy.
- Regular website content updates.
- Third party digital listing updates, including Airbnb, Homeaway, and destination marketing sites, focusing on generating date searches and conversions.
- Competitor research and analysis.

- Liaising with third party agencies, including digital marketing and public relations.
- Destination review and testimonial management.
- Developing new and dynamic ideas to market Cuvée properties and experiences.

Experience Requirements:

- Search Engine Marketing
- Google Analytics
- Google Search Console
- Experience creating digital content and growing social audiences
- Website content management systems (WordPress or similar)
- Copywriting (long-/short-form, SEO) experience in the luxury and/or hospitality space
- Excellent verbal and written communication skills.
- Ability to work well within a team as well as in an independent environment
- Exceptional organizational skills
- BA/BS in marketing, communications, or relevant experience

Salary: Commensurate with experience

Submit Resume: christa@cuvee.com