

ANNOUNCEMENT

❖ COMPANY PROFILE

Gener2 is one of the leading private construction and infrastructure development companies in Albania, renowned for its commitment to excellence and innovation. With a diversified portfolio, Gener2 operates across multiple industries, including construction, infrastructure and engineering, project management, energy, telecommunications, property management, real estate, and media.

Over the past two decades, Gener2 has made a significant positive impact in the Albanian and regional markets by successfully delivering strategic projects that adhere to the highest international standards. The company has played a pivotal role in advancing the country's infrastructure and fostering sustainable economic growth. Gener2's dedication to quality, sustainability, and innovation positions it as a trusted partner in shaping Albania's future.

❖ JOB POSITION:

Marketing Manager – Tourism, Hospitality & Urban Development

Location: Tirana, Albania, 25%-30% travel
Reports to: Project Director
Employment Type: Full-time

❖ JOB OVERVIEW:

We are seeking an experienced Marketing Manager to lead the branding and marketing strategy for one of the largest and most ambitious tourism, hospitality, and urban development projects to date. This role requires a seasoned professional with a strong background in destination marketing, hospitality branding, and real estate marketing. The selected candidate will work closely with top-tier international real estate marketing agencies while building and managing an internal marketing team.

❖ KEY RESPONSABILITIES:

- Develop and execute a comprehensive marketing strategy that positions the project as a leading international destination.
- Oversee branding, content strategy, digital marketing, and public relations to ensure a cohesive and impactful presence across all channels.
- Manage relationships with specialized international real estate marketing agencies, ensuring alignment with project objectives.
- Lead the recruitment and development of an internal marketing team, scaling operations as needed.
- Conduct market research, competitor analysis, and audience segmentation to drive marketing decisions.
- Develop and oversee the implementation of luxury and lifestyle marketing campaigns tailored to high-net-worth individuals and investors.
- Manage multi-million dollar marketing budgets, ensuring cost-effective allocation of resources.
- Collaborate with cross-functional teams, including sales, development, and external partners, to ensure brand consistency.
- Create and deliver high-impact presentations for C-suite executives, investors, and key stakeholders.

❖ **QUALIFICATIONS & EXPERIENCE:**

- 10+ years of marketing experience, with at least 5 years in a leadership role within hospitality, tourism, real estate, or destination marketing.
- Proven track record of branding and launching large-scale hospitality, tourism, or mixed-use developments.
- Experience working with and managing high-profile marketing agencies on an international scale.
- Strong expertise in luxury, lifestyle, and experiential marketing, particularly for international audiences.
- Knowledge of digital marketing, content strategy, PR, and investor marketing.
- Background in developing and executing large-scale marketing campaigns targeting global investors and travelers.
- Proficiency in market research, trend analysis, and strategic positioning.
- Experience managing multi-million dollar marketing budgets.
- Strong leadership and team-building skills, with the ability to scale an internal team.

❖ **LANGUAGE PROFICIENCY:**

- English: Working proficiency or higher (mandatory).
- Albanian: Preferred but not mandatory; strong candidates with transferable skills will be considered even if they lack Albanian language proficiency.
- Other Languages: Any additional language proficiency will be considered a plus.

❖ **IDEAL CANDIDATE PROFILE:**

- Has hands-on experience leading marketing efforts for a large-scale international hospitality, tourism, or destination project.
- Has successfully worked with top-tier marketing agencies while ensuring strong internal marketing leadership.
- Brings a portfolio of high-impact branding and marketing initiatives in hospitality, tourism, or real estate.
- Has experience crafting marketing strategies tailored to high-net-worth individuals and global investors.
- Can manage large-scale projects and coordinate across multiple stakeholders and teams.
- Is highly adaptable, able to pivot strategies based on project phases and evolving market conditions.

❖ **APPLICATION PROCESS:**

Interested candidates should submit their resume, a portfolio of relevant work, and a cover letter outlining their experience in large-scale hospitality, tourism, or real estate marketing to, careers@gener2.al:

Deadline of Application is **30 April 2025**, by **17:00**;

* Only candidates shortlisted will be invited for an interview;

* Gener2 guarantees that the candidates' data will be treated in strict confidentiality based on Law no. 9887 established by the Albanian Parliament on "Personal Data Protection".