



# Director of Digital, Revenue & Guest Experience

## Description

Mariaggi's Theme Suite Hotel & Spa is a long-standing boutique hotel offering luxury themed suites, private in-room spa amenities, and a 3,000 sq ft penthouse in Winnipeg's historic Exchange District. The Director of Digital, Revenue & Guest Experience will lead all digital, marketing, and commercial activities to grow direct bookings, optimize occupancy and rates, and elevate the guest experience across the property.

This is a hands-on leadership role for a commercially minded professional with a background in technology/marketing and strong analytical and organizational skills.

## Duties

### Revenue & Commercial Strategy

- Develop and implement revenue strategies to increase occupancy, average daily rate (ADR), and total revenue per stay.
- Analyze booking patterns (weekdays vs weekends, seasonality, event nights) and design targeted offers and packages.
- Manage relationships and pricing on OTAs while prioritizing and growing direct bookings.
- Identify and launch new revenue streams (penthouse events, local packages, B2B laundry, corporate retreats).

### 2. Digital & Marketing Management

## Closing Date

October 30, 2026

## Categories

Management

## Employer

Mariaggi  
Developments Ltd.

## Location

Downtown

## Address

231 McDermot Ave  
Winnipeg, R3B 0S5

## Job Type

Permanent

## Education Level

PHD / Dr

## Email

info@mariaggis.com

- Own the hotel website structure, content, and conversion paths; coordinate redesigns or improvements as needed.
- Develop and execute SEO, paid and organic campaigns focused on “romantic staycations,” “themed suites,” and Exchange District stays.
- Plan and oversee social media content and collaborations, focusing on storytelling and measurable demand generation.
- Implement and manage email/SMS campaigns for pre-arrival upsells, post-stay reviews, and repeat visits.

### 3. Guest Experience & Operations Support

- Map and continuously improve the end-to-end guest journey (from discovery and booking to check-out and reviews).
- Work with ownership and front desk to introduce or improve systems such as smart door access, in-room technology, and guest information materials.
- Support the design of themed experiences, packages, and in-room add-ons that align with the brand.
- Monitor guest feedback (online reviews, surveys) and lead action plans to maintain top-tier service standards.

### 4. Data, Systems & Reporting

- Set up and maintain dashboards and regular reports on key metrics (occupancy, ADR, channel mix, campaign performance, review scores).
- Evaluate and implement hospitality and marketing tech solutions (PMS integrations, CRM, automation tools, AI-assisted workflows) where appropriate.
- Prepare monthly performance summaries and recommendations for ownership.

### 5. Teamwork & Leadership

- Work closely with ownership, front desk, housekeeping, and external partners to deliver a cohesive brand and guest experience.

Provide guidance and training to staff on new digital tools, processes, and guest communication standards.

## Phone

(204) 947-9447

## Qualification

## Education and Experience

- University degree in business, marketing, hospitality, computer science, law, or a related field.
- At least 2–3 years of experience in a commercial, marketing, digital, or operations role (hospitality or service industry experience preferred).
- Demonstrated experience using data to make business decisions (pricing, campaigns, or operational improvements).

## Skills and Attributes

- Strong analytical and problem-solving skills; comfortable working with numbers and booking/reporting systems.
- Excellent written and verbal communication skills in English.
- Ability to plan, prioritize, and manage multiple projects in a small-team environment.
- Comfort with technology (web tools, analytics, social platforms, basic automations).
- Demonstrated interest in hospitality, guest experience design, and/or boutique hotel environments.