



DIRECTOR OF MARKETING

Colibri Boutique Hotels / La Zebra Hotels, Tulum QR

Colibri Boutique Hotels is a premier collection of boutique hotels in Mexico and Central America known for their unique character, stunning locations, and exceptional guest experiences. With properties situated in some of the most sought-after destinations, including Tulum, Mexico, our brand embodies the essence of luxury, culture, and personalized service. We pride ourselves on delivering memorable stays that reflect the rich heritage and vibrant atmosphere of each location.

We are seeking an experienced and strategic Director of Marketing to lead brand growth, guest demand generation, and commercial visibility across our collection of distinctive boutique hotels.

This role is ideal for a marketing leader with extensive hospitality experience, a deep understanding of hotel distribution channels, and a proven track record of delivering measurable results in driving bookings and revenue growth.

What you'll do

- Guide the overall marketing strategy for Colibri Boutique Hotels and align it with commercial and revenue goals.
- Develop and execute integrated marketing plans across digital, social, email, content, partnerships, PR, and paid media.
- Align marketing tactics with hotel distribution strategy, including direct booking growth and performance across OTA, metasearch, GDS, and other channel partners.
- Partner closely with sales, revenue management, operations, and property teams to support occupancy, ADR, and RevPAR goals.
- Guide brand positioning and ensure consistency across all guest-facing touchpoints.
- Manage marketing calendars, campaigns, promotions, and seasonal initiatives across multiple properties.
- Analyze campaign, channel, and booking performance to identify opportunities for optimization and growth.
- Oversee website, SEO, social media, and digital content strategy to strengthen brand visibility and conversion.
- Build and manage agency, media, influencer, and vendor relationships as needed.
- Lead, mentor, and collaborate with internal team members and cross-functional stakeholders.
- Monitor market trends, competitor activity, and guest behavior to inform strategy and decision-making.
- Support special projects, launches, events, partnerships, and co-op destination marketing efforts.



What we're looking for

- 7+ years of progressive marketing experience, specifically in the hotel or hospitality sector, with a focus on boutique or luxury hotel brands.
- Proven results in developing and implementing successful marketing strategies that drive demand and revenue growth.
- Strong understanding of hotel distribution channels and how marketing impacts booking performance, including experience with OTAs, metasearch platforms, and GDS.
- Experience managing marketing initiatives for multiple properties or a multi-brand portfolio.
- Deep knowledge of digital marketing, brand strategy, content, email, social, and performance marketing.
- Strong analytical skills with a history of turning data into actionable insights and measurable outcomes.
- Excellent communication, collaboration, and leadership skills, with experience managing diverse teams and stakeholders.
- Ability to thrive in a fast-paced environment and manage multiple priorities effectively.
- Bachelor's degree in Marketing, Hospitality, Business, Communications, or a related field preferred.

Preferred qualifications

- Experience with independent hotels, multi-property brands, or luxury hospitality collections.
- Familiarity with CRM systems, OTA management, channel marketing, and direct booking strategies.
- Background in destination marketing, partnerships, influencer strategy, or luxury travel.

Why Colibri Boutique Hotels

- Opportunity to shape the marketing strategy of a distinctive boutique hotel collection known for its unique properties and exceptional service.
- Work with a brand rooted in memorable guest experiences and elevated hospitality that highlights the culture and charm of each destination.
- Collaborate with a passionate team focused on growth, creativity, and commercial performance.
- Help expand awareness and demand for unique properties in highly competitive travel markets.

To apply

Please submit your resume, LinkedIn profile, and a brief note describing your hospitality marketing experience, proven results, and understanding of distribution channels to:
paul.cohen@colibriboutiquehotels.com