



MANGALIS HOTEL GROUP (MHG) RECRUTE

SENIOR MARKETING & EVENT MANAGER MHG (H/F)

Job title: Senior Marketing & Event Manager Mangalis (SMEM)

Department: Digital Marketing Hub Group

Category: Executive

Direct manager: Mangalis Digital Marketing Hub Manager

Functional manager: Mangalis Digital Marketing Hub Manager

Location: Dakar – Senegal

Mangalis Hotel Group – A unique combination of natural materials supported by technological boldness.

Founded by Teyliom Group in 2012, Mangalis is set to revolutionize the African hospitality industry through its three brands: **NOOM Hotels** (upscale segment), **SEEN Hotels** (mid-scale), and **YAAS Hotels** (economy lifestyle).

Mangalis aims to become a benchmark in the African hospitality sector by offering rooms, suites, and residences recognized worldwide for their innovation, quality, and excellence.

JOB SUMMARY:

The SMEM Mangalis position has a cross-functional scope: Digital Marketing Hub, management of Noom Hotel Dakar Sea Plaza, F&B, and corporate communication.

As such, the ideal profile will be expected to:

- Lead the operational marketing and event strategy of Noom Hotel Dakar Sea Plaza (NHDSP)
- Ensure consistency and synergy between NHDSP, Sea Plaza, and Seanema
- Develop brand awareness, traffic, and revenue from complementary activities through impactful event programming for each brand and each hotel in the group according to its segment

TASKS AND RESPONSIBILITIES:

RESPONSIBILITIES RELATED TO NOOM HOTEL DAKAR SEA PLAZA

- Define and lead the hotel’s strategy and positioning, including all outlets, integrating Sea Plaza and Seanema to create synergy
- Inter-departmental coordination with the support of the operational team
- Define, monitor, and evaluate the hotel’s annual marketing budget in line with actions led by the marketing department

RESPONSIBILITIES WITHIN THE DIGITAL MARKETING HUB:

- Act as the focal point between the Hub and the flagship hotel, ensuring local implementation of digital campaigns
- Collaborate with the Content & Social Media Manager to adapt messaging to local audiences
- Analyze key indicators: digital traffic, engagement, conversion, media coverage

REQUIRED PROFILE:

Bachelor’s or Master’s degree (4–5 years) in marketing, communication, or hospitality management

Specialization or certification in event management or project management is an asset

7 to 10 years of experience in positions of responsibility in marketing or project management

TECHNICAL SKILLS:

Proficiency in project management and reporting tools

Strong knowledge of CRM, social media, premium event organization, and partnership management

Languages: Fluent in English and French

KEY SKILLS FOR SUCCESS:

Leadership, team management, delegation

Budget management skills and strong analytical mindset

Conflict management

Team development

REQUIRED QUALITIES:

Attention to detail and versatility

Adaptability and flexibility

Stress management and resilience

Critical thinking

HOW TO APPLY ?

Send an email to: careers@mangalis.com

Use the job reference in the subject line: “SMEM MHG”

Attach a CV and a cover letter

Application deadline: 20/12/2025

