



## JOB OPENING

Curaçao Tourist Board (CTB) aims to make Curaçao the most desirable destination within the Caribbean while increasing the number of stay-over visitors to Curaçao.

We are currently seeking a candidate for the position of:

# (Digital) Marketing Officer (based in Curaçao)

### MAIN RESPONSIBILITIES:

- Coordinates the provision of E-Marketing of CTB;
- Advises on an optimal user-oriented architecture/layout of the digital (online) media;
- Provides frameworks and procedures for optimal use of the digital (online) media;
- Contributes to the dashboard and the E-Marketing data;
- Contributes to the marketing and E-Marketing and advertising activities to ensure consistency with brand and marketing;
- Monitors E-Marketing execution & costs;
- Facilitate & supports the users within the CTB;
- Collaborates with content creators;
- Follows and researches relevant (inter)national developments;
- Assists with the planning, preparation and implementation of internal and external marketing projects, events and brand positioning;
- Assists with the coordination, monitoring and implementation of marketing plans, action plans and visitation plans;
- Builds on a network with representatives of relevant establishments;
- Performs other related activities.

### REQUIREMENTS:

- Theoretical knowledge in the field of (sustainable) tourism & IT/Website, branding and advertising;
- Knowledge of digital & social media network;
- Relevant Bachelor degree with a minimum of 3 years of experience;
- Great understanding of Search Engine Optimization (SEO);
- Attention to detail with an analytical mind and outstanding problem-solving skills;
- Ability to perform research and analyze data;
- Responsible, creative, innovative, proactive, accurate and flexible;
- Skills in relevant computer software and programs;
- Written and oral skills in the following languages: English, Dutch, Papiamentu and Spanish.

Applications should be submitted  
to the HR Department no later than  
September 29, 2023 at [hr@curacao.com](mailto:hr@curacao.com).

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Curaçao Tourist Board