



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:

Regional Manager North America (based in Curaçao)

MAIN RESPONSIBILITIES:

- Builds and maintain a network/relationships with relevant stakeholders;
- Develops, implements, evaluates and revises long and short term sales plans and strategies;
- Takes care of competitors, sales trends, target group and other relevant market research and analysis;
- Ensures proper implementation of the corporate identity and branding in the relevant region;
- Coordinates with the Corporate Marketing team regarding their facilitation for executing set sales campaigns and monitors quality of deliverables;
- Coordinates and monitors the sales activity;
- Drafts and manages the sales budget;
- Identifies and gives follow-up to opportunities, identifies, analyses and solves bottlenecks and problems;
- Advises on campaigns and marketing, promotional & sales activities;
- Supervises internal sales (& marketing) communication and information (on campaigns, activities etc.);
- Manages the USA team operationally;
- Performs other related activities.

REQUIREMENTS:

- Theoretical and specialized knowledge in the field of (international) sales & marketing;
- Relevant Bachelor degree with a minimum of 5 years of proven experience with developing, implementing, monitoring and evaluating sales & marketing plans;
- Ability to work with and stay within the budget;
- Organizational & project management skills;
- 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
December 29, 2021 at hr@curacao.com

CURACA 

Curaçao Tourist Board