



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:

Product Development Officer (based in Curaçao)

MAIN RESPONSIBILITIES:

- Research the tourism product, through market research in collaboration with stakeholders, to identify opportunities and bottlenecks in order to stimulate further development based on the visitation demand;
- Provides recommendations and ideas on matters concerning product development (asked and unasked);
- Contributes to the development, coordination, implementation, monitoring and evaluation of product development projects, programs, campaigns, events and other initiatives involving amongst others but not limited to:
 - a. Tourism awareness through education in schools
 - b. Training and upgrading programs to improve the skillset of our tourism professionals
 - c. Tourism consciousness and engagement towards the general public
 - d. Address the demand for qualified workforce in the sector's dynamic environment
 - e. Stimulate entrepreneurship
- Foster relationships with stakeholders, governmental entities, sector members and providers of products and services;
- Participates in internal & external meetings and (special) projects;
- Performs other related activities as required.

REQUIREMENTS:

- Theoretical knowledge in the field of sustainable tourism;
- Knowledge of the tourism product and hospitality sector;
- Relevant Bachelor degree with a minimum of 2 years of proven experience;
- Communication, networking, 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
April 28, 2024 at hr@curacao.com.

CURACA 

Curaçao Tourist Board