



## 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 Coordinator (based in Curaçao)

### MAIN RESPONSIBILITIES:

- Coordinates the provision of E-Marketing of CTB;
- Monitors E-Marketing execution & costs;
- Coordinates and optimizes paid advertising campaigns;
- Stays updated on SEO and SEM best practices and industry trends;
- Manages content creation and optimizations for our websites
- Maintains brand consistency across all digital channels;
- Plans, executes and optimizes end-to-end digital marketing campaigns across various channels, including social media, email, display advertising and search engine marketing;
- Executes email marketing campaigns, including segmentation and A/B testing;
- Utilizes analytics tools to track, measure and report on the performance of digital marketing campaigns;
- Collaborates with content creators;
- Advises on an optimal user-oriented architecture/layout of the digital (online) media;
- Contributes to the marketing, E-Marketing and advertising activities to ensure consistency with brand and marketing;
- Facilitate & supports the users within the CTB;
- Performs other related activities.

### REQUIREMENTS:

- Theoretical knowledge in the field of (sustainable) tourism & IT/Website, branding and advertising;
- Knowledge of digital & social media network;
- Great understanding of Search Engine Optimization (SEO);
- Relevant Bachelor degree with a minimum of 3 years of experience;
- 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  
July 15, 2024 at [hr@curacao.com](mailto:hr@curacao.com)

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Curaçao Tourist Board