



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:

Trade Coordinator

(based in The Netherlands)

MAIN RESPONSIBILITIES:

- Provides input on the trade development segment for the annual sales plan;
- Coordinate, executes and reports on the sales & trade development plan within the designated market;
- Builds a network/relationship with relevant stakeholders and trade partners;
- Sets up and coordinate outside sales activities, travel shows, road shows, conventions, conferences, public relation/consumer/ trade events and promotions;
- Sets up and coordinate necessary training and motivational sessions about Curaçao for travel agents, tour operators and consumers;
- Facilitates the planning and logistics of familiarization trips for travel agents, wholesalers; helps to set the dates, recruits agents etc.;
- Attends and presents at trade shows and events on behalf of CTB;
- Participates as person of contact for all trade purposes;
- Evaluates CTB'S trade presence/exposure and reports in accordance;
- Participate in department meetings;
- Performs (financial) administrative activities for the department;
- Identifies, analyzes and solves problems and bottlenecks;
- Performs other related activities as required.

REQUIREMENTS:

- Theoretical & specialized knowledge in the field of sales and trade;
- Relevant Bachelor degree in the field of Marketing and or Sales with a minimum of 3 years of proven experience;
- Knowledge of the Curaçao Tourism Experience & the target markets;
- Has a proven and lasting bond with Curaçao;
- Ability to work with and stay within budget;
- (Project) management skills;
- Organizational, communication & networking 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, and Papiamentu.

Submit applications to hr@curacao.com
by January 25, 2026