



JOB OPENING

Marketing Manager – Penha Curacao

Main Responsibilities:

- Develop a marketing strategy that can be used across Islands and includes local driven events
- Develop an annual marketing plan including a detailed event calendar
- Analyse the effectiveness of marketing activities of all islands and report back to Management
- Ensure all events have targets and budgets, tracking these against actual sales and expenses
- Develop a social media strategy and ensure execution is in accordance with the agreed company strategy and marketing plan
- Overall responsibility for brand management and corporate identity
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives
- Analyze and develop potential strategic partner relationships for company marketing

Job Requirements:

- Bachelor in marketing and at least 5 years of significant strategic marketing
- Excellent written/ verbal communication skills in English. Dutch and Papiamentu is a plus
- Team player, excellent organisational and project management skills
- Experience in managing websites, online content, e-marketing and social media
- Pro-active self-starter with proven ability to independently execute projects from inception to completion
- Able to work under pressure, flexible and willing to work nights and weekends
- Creative with a passion for fashion & beauty

Please send your CV in English with your portfolio to
penha-recruitment@jlpenha.com

