



JOB OPENING

Senior Marketing Coordinator – Penha Curacao

Penha stands as a strong company combining years of experience with a keen focus on trends and developments in the market of beauty products. With stores in Curaçao, Aruba, St. Maarten, Cayman Islands, it's clear that Penha has evolved into an important and reliable player in the market. You can find brands such as Estee Lauder, Clinique, MAC, Lancôme, Chanel, Dior, Shiseido, bare Minerals, Urban Decay and Victoria's Secret all under one roof.

Job Responsibilities:

- Develop an annual marketing plan including detailed event calendars for each island
- Ensure event calendars are effectively coordinated and implemented
- Analyse the effectiveness of marketing activities of all islands
- Utilize resources within the company, along with managing outside resources as necessary
- Track all events against targets and budgets
- Analyse all events and provide effective feedback to Management on the successfulness of events
- Develop a Social Media strategy and ensure execution is in accordance with the company strategy
- Approve local marketing activities, including expenses and artwork
- Negotiate co-op budgets with suppliers ensuring maximum contributions
- Manage company website and ensure it is updated at all times

Job Requirements:

- Bachelor Degree in Business, Marketing or higher
- 4-5 years of marketing experience
- Strong MS Office skills
- Verbal and written proficiency in English and Dutch, Papiamentu is preferred
- Pro-active self-starter with proven ability to independently execute projects from inception to completion
- Strong organizational skills
- Team player with good written and verbal communication skills
- Flexible and willing to work nights and weekends
- Able to work under pressure
- Creative with a passion for fashion & beauty

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

