



ARE YOU OUR NEW

DIRECTOR SALES AND MARKETING?

Are you a results-oriented professional with a passion for Sales and Marketing?

We are seeking an enthusiastic Director Sales and Marketing to join our team. In this role, you will be responsible for developing and executing strategies to drive sales and increase brand awareness. You will report directly to the Chief Commercial Officer.

ABOUT US

Papagayo is an international hotspot in the heart of the Caribbean with luxury villas on one of Curaçao's finest locations, an upscale design hotel on the beach, a trendy beach club and a versatile beach plaza, home to a classy casino, a contemporary spa, a wide range of restaurants and bars, a state-of-the-art fitness center, a supermarket, and various shops. Papagayo Curaçao is your one-stop destination.

If you are interested in this position, please send your resume with photo and motivation letter to

jobs@papagayo.com

IT IS ABOUT

The Director of Sales & Marketing works closely with the CCO to determine appropriate sales strategies in all market segments towards the hotel and the beach club. You are responsible for optimizing general business opportunities and maximizing the occupancy of events, conferences, and banquettes. The Director of Sales & Marketing will network with corporate clients like airlines, tourist offices and different booking services. You must observe the market, identify trends and monitor the main competitors. Based on your notices, you will create sales targets depending on the tide of events. You will be responsible for overseeing all aspects of marketing activities to drive brand awareness, to increase bookings and enhance guest satisfaction.

WE ARE ASKING

- Minimum bachelor's degree in marketing or related field.
- A full-time position of 40 hours per week.
- A minimum of 5 years' experience in a similar role.
- Ability to guide a team of four team members.
- Good communication and interpersonal skills.
- Proficiency in marketing analytics and reporting tools.
- Flexibility in the evenings and weekends is a must.

THIS MAKES YOU THE PERFECT COLLEAGUE

- Develop and maintain a consistent brand identity to build trust and loyalty among guests.
- Implement effective strategies for website optimization, social media engagement and online advertising to increase the hotel's visibility.
- Strong leadership skills to guide and motivate the team effectively and achieve the goals.

WE OFFER

- Salary according to Papagayo Wage building.
- Competitive secondary benefits.
- Great working environment.
- Encouraging professional and personal growth as a company.