



WE ARE
HIRING



MARKETING COORDINATOR

Are you a creative marketing enthusiast passionate about enhancing brand awareness in the luxury sector? Baoase Luxury Resort is seeking a Marketing Coordinator for our online and offline marketing activities.

MAIN ROLE & RESPONSIBILITIES

- Content copywriting, graphic design, and video editing
- Optimizing SEO and SEA
- Measuring, analyzing, and reporting on marketing campaigns
- Social media, email marketing, and influencer marketing activities
- Projects within the marketing department adhering to the marketing strategy
- Maintaining the Baoase website
- Assist with photo- and video shoots
- Assist with developing social media strategies to create brand awareness among our target market
- Assist with creating creative content for all online channels matching the latest trends and developments on brand identity and styling
- Together with the marketing team, ensure the company's product lines resonate with the brand style and potential customers
- Assisting in organizing events
- Assisting with Marketing & Sales activities, such as answering the phone for resort questions and reservations, contributing to offline promotional strategies, setting up barter contracts, etc.
- Performing other reasonable duties as assigned by manager

To apply, please send your resume and cover letter to hr@baoase.com.



WE ARE
HIRING



COMPETENCIES

- Ability to prioritize and multi-task in high pressured environments
- Excellent communication skills – Dutch and English required, Spanish and Papiamentu are a plus
- Being able to work independently, productively and manage multiple projects

ESSENTIAL SKILLS & REQUIREMENTS

- Experience in marketing or a degree in Marketing, Communications, or Business preferred
- Bonus skills: Canva, Adobe InDesign, Adobe Photoshop, Wordpress
- Available to work 5 days a week
- Flexibility to work evenings, weekends, and holidays
- Work permit for Curacao is mandatory
- Marketing experience: 2 years (Required)
- Languages: Dutch (Required), English (Required)

To apply, please send your resume and cover letter to hr@baoase.com.