



VAN DER VALK
KONTIKI BEACH RESORT



Marketing Manager

Promotes on-brand messaging to customers through traditional, digital, and social media channels with the goal of driving revenue and supporting total Resort goals. Builds direct marketing plans, targeted campaigns, and activated channels to drive consumer awareness and preference.

You develop marketing plans, targeted campaigns, and activate channels to increase consumer awareness and brand preference.

In the role of Marketing Manager, you are directly accountable to the **Managing Director**.

The Marketing Manager is **responsible** for:

Marketing and Digital

- Develops and executes resort-wide marketing strategies and budgets aligned with business priorities.
- Creates monthly marketing plans and forecasts with Director of Finance.
- Collaborates with Hotel and F&B operations on marketing programming
- Partners with revenue management to implement promotional strategies.
- Identifies marketing opportunities and activate them
- Oversees and collaborates with external marketing agencies.

Content Management

- Defines the resort's messaging strategy.
- Oversees photography distribution and content creation.
- Manages guest communications (e.g., confirmations, pre-arrivals).

Partnerships and Public Relations

- Cultivates internal and external partnerships.
- Oversees PR messaging and manages PR agencies or events.

Social Media

- Develops and implements social media strategies and paid campaigns.
- Reviews social media content calendars and highlights local events.

Profile

- At least 2 years of work experience in the Hospitality Marketing (Sales, Public Relations, marketing, digital advertising, or related professional area)
- You are creative, commercial and driven
- Excellent command of the Dutch and English (Papiamento and Spanish is a pre)
- An extensive knowledge of social media
- Creative ideas and knows how to turn them into practically achievable goals
- Experience/ knowledge in Photoshop/ InDesign, Windows and Microsoft office
- Team player