



WE'RE HIRING

## Digital Marketing Specialist

As a Digital Marketing Specialist, you are the creative engine and digital strategist behind the Papagayo brand. You bring ideas to life across all online platforms, ensure our digital presence is powerful and consistent, and create campaigns that convert browsers into loyal guests.

You are equal parts analytical and creative, a storyteller with a marketing mind who knows how to use data, trends, and design to elevate the Papagayo experience across all markets.

This is a hands-on, fast-paced role for a digitally fluent, travel-ready professional eager to shape how the world sees Papagayo.

### **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.

### **About the position:**

Core Responsibilities

#### **Website & SEO Management**

- Manage and continuously optimize the Papagayo Curaçao website to ensure world-class digital performance, usability, and design consistency.
- Oversee SEO strategy, content updates, and analytics to improve visibility, traffic, and conversion rates.
- Collaborate with creative and content partners to ensure all web content reflects brand tone, visuals, and strategic direction.



### **Digital Campaigns & Online Marketing**

- Conceptualize, develop, and execute online campaigns across all markets including Google Ads, Meta, YouTube, and emerging platforms.
- Monitor performance data and optimize campaigns in real time for maximum ROI.
- Develop creative concepts and copy for digital campaigns, collaborating with designers and agencies when needed.
- Manage remarketing, retargeting, and audience segmentation to drive bookings and brand engagement.

### **Brand Coordination & Visual Identity**

- Serve as the guardian of Papagayo's brand identity, ensuring consistency in all visuals, language, and guest touchpoints.
- Coordinate creative design and production of marketing materials, ensuring alignment with the Papagayo look & feel.
- Support the development of brand campaigns, storytelling content, and visual assets for advertising, PR, and social media.

### **Advertising & Marketing Support**

- Plan, coordinate, and execute advertising campaigns across digital, print, and out-of-home media.
- Provide marketing support for hotel, resort, and beach club promotions, seasonal packages, and special events.
- Collaborate closely with sales, operations, and events teams to align marketing strategies with commercial goals.

### **Analytics, Reporting & Continuous Improvement**

- Analyze campaign and web performance, providing actionable insights and recommendations.
- Stay ahead of trends in digital marketing, social commerce, and travel behavior to keep Papagayo at the forefront of the Caribbean hospitality landscape.



### **Qualifications & Requirements**

- HBO/University degree in Marketing, Digital Communication, or a related field.
- Minimum 2–3 years of experience in digital marketing, SEO, or brand coordination — preferably in hospitality, tourism, or lifestyle brands.
- Proficiency with SEO tools (e.g., SEMrush, Google Analytics, Search Console) and campaign management platforms (Meta, Google Ads, etc.).
- Strong design sensibility and familiarity with creative tools (e.g., Canva, Adobe Creative Suite).
- Excellent project management and multitasking skills.
- Fluent in Dutch and English; Papiamentu is a plus.
- Willingness to travel for events, campaigns, and market development.

### **This makes you the perfect colleague**

- Digital-first mindset with a passion for travel, design, and brand storytelling.
- Creative thinker with a hands-on approach to execution.
- Data-driven yet human-centered — knows how to blend performance with emotional connection.
- Flexible, organized, and unafraid to innovate.

### **We offer**

- Salary according to Papagayo Wage building;
- Competitive secondary benefits;
- Great working environment;
- Encouraging professional and personal growth as a company.
- Bus transport from Punda and Otrobanda to Papagayo. If your shift starts before 6 AM or ends after 8 PM, we provide direct transport to your home from Papagayo.