Ministry of Tourism, Economic Affairs, Traffic and Telecommunication

The Department of Tourism is looking for an enthusiastic, dynamic, experienced and educated professional to fill the following function:

“Markt Onderzoeker” (Market Researcher)

Tasks consist of the following, but are not limited to:
- Identifies and defines the objectives of an assigned marketing research project; determines the best methods to use to meet those objectives;
- Drafts questionnaires, polls, surveys, and other data collection resources;
- Researches and compiles data related to the current product market, customer demographics and interest and factors influencing product demand;
- Analyzes results to identify ways of maximizing sales and market penetration of current products;
- Compiles data related to competitors products such as pricing, sales and marketing or distribution methodology;
- Summarizes and analyzes data;
- Makes recommendations related to research findings;
- Reports findings, complete with graphs illustrating data and written text explaining complex findings;
- Identifies potential new products or markets through research;
- Forecasts and tracks industry marketing and sales trends based on collected data;
- Performs other related duties as assigned;
- Management and overseeing of the official website of St. Maarten.

Knowledge and skills
- Bachelor’s degree in marketing research, Statistics, Math, or related field;
- Minimum of 5 years hands on experience in the field;
- Excellent communication skills both written and verbal;
- Excellent organizational skills and attention to detail;
- Superior research and analytical skills;
- Experience in creative content writing is a pré;
- Experience in graphic designing is a pré;
- Ability to translate complex concepts and methodologies into easily understood language;
- Must be a team player, service minded, result-oriented, accurate and confidential.

Salary:
Depending on the level of knowledge and experience the salary will vary between, minimum NAf. 3.751,00 and maximum NAf. 7.627,00.

Information:
For additional information about this function, please contact the Head of the Department of Tourism Ms. May-Lin Chun via e-mail: may-ling.chun@sintmaartengov.org.

Applicants:
If you are interested in this function, please send your application letter, CV and copies of degrees to the following email address: careers@sintmaartengov.org and may-ling.chun@sintmaartengov.org or send your application to Government Building, Soualiga Road #1, Pond Island, Great Bay, before August 5th, 2022. Please state the job title in the subject.