ST. MAARTEN
Ministry of Tourism, Economic Affairs, Traffic & Telecommunications

Who are we?
St. Maarten is a young and dynamic country! We are engaged in continuous professional development towards a more customer-oriented, transparent and effective organization.

Our Mission!
The Ministry of Tourism, Economic Affairs, Traffic and Telecommunication stimulates and facilitates the sustainable economic growth and development of St. Maarten. By our professional, customer orientated and result motivated approach, we strive to create a balanced environment where business, consumer and government are mutually beneficial for the people of St. Maarten.

The Tourism Department, within the Ministry of Tourism, Economic Affairs, Traffic & Telecommunications (T.E.A.T.T.), is seeking enthusiastic, dynamic, experienced and educated professionals to fill the following function:

Tourism Section Head Marketing

Goal: The Marketing Director will be responsible for executing the Marketing Plan of St. Maarten. The Marketing Director oversees the Marketing department. The marketing director will facilitate an active relationship hotels/restaurants, attractions, and other stakeholders in the private sector. Work involves marketing St. Maarten to stimulate economic development and promote tourism. Works very close with the French Tourism office counter parts. Meets monthly certain tourism related associations, and NGOs is and reports directly to the Director of Tourism.

Tasks to be performed include, but are not limited to:

- Work with the various associations to develop strategies, programs, and policies to promote tourism.
- Develop and implement a tourism-marketing plan for St. Maarten working closely with hotels/resorts/small properties/Home-sharing properties, restaurants, and attractions
- Maintain tourism marketing budget;
- Oversee creative message development;
- Oversee design/printing of marketing publications
- Plan new research-based advertising strategies for current and subsequent years that will increase market share.
- Develop relationships with national, international and regional tourism based publications and writers, tours operators and travel agents.
- Oversee preparation and press release and press kits to media; build campaigns and stories for unique selling points
- Oversee the Design, and execution of familiarization and media trips/tours for media, event planning, tour operators and travel agents.
- Implement cooperative advertising programs integrating the tourism related segments that exist in St. Maarten (merchants, food/lodging, wineries, the Arts, recreation, eco trails/sites and parks)
- Promote attractions & community events to visitors
- Contribute to and monitor the flow of new web content. Coordinate with the web maintenance provider to create a bi-monthly report on the effectiveness of the website.
- Provide education program for hotel/motel personnel and front line workers on attractions/events in St. Maarten
- Oversee the gathering of data and prepare annual tourism situational analysis for the Tourism Department, tourism associations, NGOs and all stakeholders locally and internationally.
• Attend meeting, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information.
• Prepare and deliver presentations to both local and regional civic and governmental organizations on Tourism.
• Prepare monthly reports on ad negotiations and placements, basic inquiry data and creative initiatives as well as activities of the Tourism Marketing

Knowledge, Skills, and Abilities Required:

✓ Knowledge of tourism industry and St. Maarten
✓ Must have leadership skills and management skills
✓ Must be computer literate
✓ Experience in marketing presentations
✓ Able to design and compose publications
✓ Accountability Criteria (examples)
✓ Implementation of marketing plan
✓ Presence at community events
✓ Attendance at Chamber events
✓ Partnerships are maintained
✓ Marketing publications are coordinated/streamlined
✓ Publicity generated for St. Maarten as tourism destination

MINIMUM TRAINING AND EXPERIENCE

Bachelor’s degree in marketing, public relations, or a closely related field, and minimum of 3 years’ experience in marketing or public relations work; or any combination of training and experience which provide the required skills, knowledge and abilities. Experience destination marketing a plus

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be executed and initiates proper and acceptable direction for completion of work with a minimum of supervision and instruction.

COMPENSATION

Salary range: minimum Naf. 4,365.00 to maximum Naf. 8,662.00. Salary based on experience and qualifications, within the established salary range, plus a benefits package that includes vacation, pension (age 25 or older) and medical coverage.

Kindly submit your application letter and resume no later than February 28, 2020 to:

Ministry of Tourism, Economic Affairs, Traffic & Telecommunication (TEATT)
Soualiga Road 1, Pond Island
Philipsburg, St. Maarten

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