

# SENIOR MARKETING ASSOCIATE (m/f)



**At Plava Laguna, we have been creating unique experiences since 1957. Our destinations, Poreč and Umag, host the best vacations.**

We are looking for a proactive and independent collaborator (m/f) to participate in the development and implementation of the Plava Laguna and Plava Laguna Sport brands in the Umag based office, with a planned relocation to the New corporate building in Poreč in the autumn of 2025.

Your daily tasks will focus on planning and creating materials for the operational and promotional needs of hotels, apartments, and villas, as well as the sports facilities of Plava Laguna, in line with brand guidelines.

You will be involved in the conceptualization, execution, and monitoring of projects and events in collaboration with other stakeholders within the company and external partners.

Coordinating activities related to the implementation of brands on-site, in hotels, apartments, villas, and sports facilities (locations: Poreč and Umag) will be also among your main duties.

The role involves proposing and coordinating activities related to the development of sports products.

Your profile:

- Experience in sales and/or marketing in tourism
- Experience in planning and creating promotional campaigns and materials
- Knowledge of the specifics of one or more sports (tennis, football, running, triathlon, etc.), experience in promoting and/or developing a sports brand (advantage)
- Excellent knowledge of English (mandatory) along with German or another foreign language (ideal)
- Excellent computer skills, including MS Office and (ideally) Adobe Creative Suite or similar
- Basic knowledge of graphic design and the process of preparing marketing materials
- Good organizational skills, attention to detail
- Minimum high school degree
- Valid Category B driving license

**APPLY VIA THE ONLINE FORM: [bit.ly/3RqUQ0e](https://bit.ly/3RqUQ0e)**

**APPLICATION DEADLINE: April 30, 2025**

**Candidates from the shortlist will be contacted by: May 12, 2025**

**Additional information: 052/719-469 / [Martina.Novosel.Dumicic@plavalaguna.com](mailto:Martina.Novosel.Dumicic@plavalaguna.com)**