



Japan National Tourism Organization (JNTO) is a Japanese government body which aims to promote Japan to travellers from overseas. JNTO Sydney Office is in charge of Australia, New Zealand and the Pacific.

JNTO is seeking to employ a *Marketing Assistant* to join the team. To increase tourism to Japan, the successful candidate will assist with marketing projects, both consumer and trade-facing, and assist with building and maintaining relationships with JNTO's stakeholders, both in Australia and Japan. In addition to marketing projects, providing travel information to the general public will be an ongoing aspect of this role.

This role will lead to further opportunities.

This position is based in Sydney.

1. B2C/B2B marketing and stakeholder management

- Assist with coordination and management of projects (including project planning, managing tender processes and contracts, handling negotiations with business partners, executing projects, creating reports and following up as required).
- Assist with the delivery of traditional, digital and social media marketing campaigns, working closely with PR/marketing agencies and stakeholders.
- Assist with building relationships and maintaining a database of travel agents, MICE, cruise, educational tour, luxury travel industry, airline and media partners.
- Assist with creating a broader network within the travel trade and collaborate with them for Japan promotion.
- Provide consultations, information and extend support to travel trade partners.
- Conduct research and analysis on tourism marketing and provide reports as directed.
- Present at and attend business meetings at tradeshow and support training sessions for the travel trade.
- Create and send out electronic newsletters.
- Send out brochures and other travel materials to trade partners.
- Engage in other functions related to marketing and/or the travel trade and perform other tasks as required by the Executive Director and Directors.

2. Providing travel information to the general public

- Respond to public enquires by phone and email and provide information/materials as requested.
- Provide travel information at B2C promotional events.
- Add news articles/blog posts to the JNTO website.
- Ad-hoc social media community management.

3. Other administrative and ad-hoc duties as required



Japan National Tourism Organization
Sydney Office
Suite 1, Level 4 56 Clarence Street, Sydney NSW 2000



To be successful in this role you must

- Have tertiary qualifications.
- Be native or fluent in English.
- Have at least the equivalent of JLPT N2 proficiency.
- Have strong communication and writing skills.
- Possess accuracy and attention to detail.
- Have a proactive approach to problem solving.
- Be proficient in MS Office suite of programs.
- Be a good team player but also able to work independently.
- Be flexible with different business customs. Experience working or living in Japan will be highly regarded.
- Possess a strong willingness to learn.
- Have passion and interest in promoting Japan as travel destination.
- Having some knowledge of IT and IT security is not required, but is highly regarded.

You must have the right to live and work in Australia. We do not offer visa sponsorship.

To apply, please send a cover letter and your up-to-date resume to the e-mail address below by 20 September 2019.

Contact: Miri Iizuka

miri_iizuka@jnto.go.jp

Short-listed candidates will be contacted for an interview.

Any costs to attend the interview will be at your own expense.