

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

JNTO is looking for a *Business Development & Marketing Assistant Manager* to join the team. This is an exciting role to develop relationships mainly with travel agents and MICE (business events) industry partners, and manage projects to enhance Japanese tourism.

This position is based in Sydney.

1. Business development and marketing in the travel trade

- Develop relationships and maintain a database of travel agents, MICE, educational tour and luxury travel industry partners.
- Create a broader network within the travel trade and collaborate with them for Japan promotion.
- Provide consultations, information and extend support to travel trade partners.
- Coordinate and manage projects (including project planning, managing tender processes and contracts, handle negotiations with business partners, execute projects, create reports and follow up).
- Work closely with PR/marketing agencies to ensure projects are delivered.
- Conduct research and analysis on tourism marketing and provide reports as directed.
- Present at and conduct business meetings at tradeshows and conduct training sessions for the travel trade.
- Send out electronic newsletters, brochures and other travel materials to business partners.
- Engage in other functions related to the travel trade and perform other tasks as required by the Executive Director and Directors.

2. Providing information to the public

- Respond to public enquires by phone and email and provide information/materials as requested.

- Provide travel information at BtoC promotional events.
- Add news articles/blog posts to the JNTO website and update JNTO's social media channels (Facebook and Instagram).
- Ad-hoc social media community management.

3. Administration

- Arrange sales call appointments for delegates from Japan.
- Send out invitations to travel trade events.
- Arrange internal functions, order office supplies and equipment.
- Liaise with the building management for repair issues, emergencies and office.
- Cooperate with IT security procedures and assist in solving IT related issues.
- Prepare documents, presentations, minutes and letters as required by the Executive Director or Directors.
- Ad-hoc office admin tasks as required.

4. Other duties

- Manage brochure distribution, control stock, and provide monthly reports to Directors.
- Restock the self-service brochure room.
- Make business trips (domestic and overseas) as required by the Executive Director, and provide business trip/meeting reports to the Executive Director.
- Relieve staff who are on leave.
- Provide training as needed to interns or temp staff.
- Undertake such other duties consistent with the employee's skills, qualifications and experience, as otherwise directed

To be successful in this role you must

- Have tertiary qualifications
- Have at least the equivalent of JLPT N2 proficiency



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- 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.
- Keep a flexible attitude with a different business custom.
- Possess a strong willingness to learn.
- Have passion and interest in promoting Japan as travel destination
- (Strongly preferred) Have knowledge of IT and IT security

To apply, please send a cover letter and your up-to-date resume to the e-mail address below by 12 June 2018.

Contact: Marika Tanaka marika_tanaka@jnto.go.jp

Short-listed candidates will be invited to an interview.

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