

Job Title: PR Account Manager

Reports to: Director, PR

AVIAREPS Japan is part of the global AVIAREPS network, the world's leading Travel and Trade Promotion / Representation marketing agencies. We act as the Japan representative office for industry associations and government trade departments to market and promote their products in the Japan market. We also represent destinations tourism commissions (city, state, and national) to market their destinations to Japanese travelers. Separately we also offer marketing, PR, and GSA (General Sales Agent) services for hotels and airlines.

We are a highly entrepreneurial culture. You will be empowered with high levels of discretion to help lead clients to success, representing them professionally to trade partners (B2B), Media (PR) and consumers (B2C). You will be expected to take responsibility for achieving the KPIs of your respective clients

Position overview: Position overview: The role of Account Manager is varied, and you will work across a number of clients leading their Representation (to trade, media and consumers) PR, marketing, events and other communications activities. Clients range from foreign tourism offices to hotel groups, airlines and sometimes online travel agents. The role offers the candidate broad experience across Food & Beverage, PR, Digital and key elements of company operations.

You may not have *all* the skills or experience you will need to work at AVIAREPS now, but you are ambitious to learn more and to achieve, and to contribute to the success of your colleagues as well.

Your Responsibilities

- Media Relations (invitations for press coverage)
- Create newsletters/press releases
- Strategy/planning and proposal development
- Budget management
- Event planning/management and reporting
- Managing CRM database and mailing distribution using CRM system
- Crisis management
- Planning and execution of digital and social media marketing programs targeting Japanese consumers and industries
- Influencer PR planning and implementation, etc.

Your Key Performance Indicators

Your performance, and your team's, will be measured based on:

1. Base Indicators:

- Revenue growth – growing scope of work with clients and winning new clients
 - Profitability – coordinating vendors and costs
 - Client satisfaction – helping to ensure smooth communications with clients and managing client expectations
2. Culture Indicators:
- Innovation – a proactive approach to finding or implementing new ideas
 - Pro-activity – taking the initiative
 - Collaboration – teamwork, knowledge-sharing, and learning
3. Your annual goals - mutually defined goals determined with your team leader each year
- Personal career growth goals
 - Your team / client contribution goals
 - Your company contribution goals

Required Skills and Expertise

- 3+ years of experience in public relations and/or event planning /coordinating is preferred
- Ability to work smoothly in a team environment
- Good communication and problem solving skills
- Able to multitask – self-starters who can demonstrate potential leadership skills most welcome
- English: Business level including reading/writing. TOEIC 730 or higher are welcome
- Japanese: Native Level
- Basic PC skills (Word, Excel, PowerPoint, etc.)
- Able to travel in Japan and overseas

Working Conditions**Office hours:**

Monday to Friday 9: 30-17: 30

Days Off:

Weekends and national holidays * Note: Events and business trips sometimes occur on weekends and holidays in which case days-off are granted in lieu

Benefits:

Social insurance, year -end and New Year holidays, summer vacation, childcare nursing care leave, congratulatory leave, commuting expenses (up to a defined limit)

Salary:

Based on ability and experience

Others:

Initial screening → 1st interview (English conversation test available) → Potential 2nd interview (team) → Final interview

* Please prepare a resume / job history (Japanese / English).

Employment type:

Full -time employee