



Job Title: Travel Trade & Marketing Manager

Reports to: Director, Travel Trade & Marketing (Account)

AVIAREPS Japan is part of the global AVIAREPS network, the world's leading Travel and Trade Representation marketing agencies. We represent destination tourism commissions (city, state, and national) to market their destinations to Japanese travelers, acting as their representative destination marketing office in Japan (Destination Marketing Dept).

We also act as the Japan representative office for industry associations and government trade departments to market and promote their products in the Japan market (Trade Promotion Dept).

Separately, we offer marketing, PR, and GSA (General Sales Agent) services for hotels, airlines, and other travel-related companies (PR and GSA Depts).

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: This position is within the Destination Marketing Team. The role of Travel Trade Manager is varied, and you will work across a number of clients supporting their Representation (to trade and consumers), through marketing, events and other communications activities. Clients range from international destination marketing organizations (DMO) representing the travel industries, as an agency of the destination's Government of Country/State (City)'s Ministry of Heritage, Sport, Tourism and Culture Industries. This role is an important mission in trade marketing activities to increase awareness of the destination's brand and the number of Japanese visitors by developing and executing marketing plans in alignment with the client Sales & Marketing strategies.

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

Your Responsibilities

- Increase awareness as a destination, develop tour products with trade partners
- Attend and build good relationships with travel trade partners at meetings, seminars and travel trade shows
- Create and provide destination presentations for B2B or B2C seminars/ events
- Research and collate info for in-market reports
- Assist where directed by account director to coordinate sales mission, FAMS and joint marketing with travel trade partners
- Prepare travel trade newsletters and mailing invites for distribution to CRM database, as well as maintain CRM database
- Respond to travel trade partner email/enquiries
- Manage and execute content creation in social medias with the aim to destination and tour product awareness
- Support sales tool creation and translation, editing and proofreading services from English to Japanese for all in-market communications, including updates for websites and brochures, translation of and various content
- Must gain basic understanding of the content of each client contract / scope of work – and the revenue structure they generate

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

- 5 years of working experience at travel industry is preferred
- English: Business level including reading/writing. TOEIC 750 or higher are welcome
- Japanese: Native
- Basic PC skills (Word, Excel, PowerPoint, etc.)
- Able to travel in Japan and overseas
- Able to multitask – self-starters who can demonstrate potential leadership skills most welcome
- Highly positive & collaborative team player with proven ability to influence decision making
- Self-motivated and highly flexible, with an ability to work in a global environment

Working Conditions**Location:**

Shinjuku area

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 (first 3 months will be contract employee)