

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

JNTO Sydney is seeking to employ a *Communications and Digital Marketing Senior Assistant Manager* to join the team. The main task of this role is to assist with coordination of all aspects of consumer marketing projects including strategic design, implementation and management of a range of on-line and off-line communication and marketing strategies targeting potential travellers and relevant business partners to increase tourism to Japan. In addition, providing travel information to the general public will be an ongoing aspect of this role. This position is based in Sydney.

To apply for this position, you must have the right to live and work in Australia. We do not offer visa sponsorship. As this is a permanent position, working holiday visa holders are not eligible.

Essential Functions

1. Communications and digital marketing

- Coordinate, design and management of JNTO digital channels including the website, databases, email, social media and any other forms of digital communication and marketing projects pertaining to the operations of JNTO.
- Develop and maintain various on-line and off-line communications strategies for the promotion and dissemination of JNTO's marketing content.
- Work with contracted marketing agencies to maintain JNTO's social media profiles (@VisitJapanAU) and assist with community management.
- Conduct research and analysis on tourism marketing and provide reports as directed.
- Add news articles/blog posts to the JNTO website and update existing content as needed.
- Engage in other functions related to communications and digital marketing and perform other tasks as required by the Executive Director and Directors.
- Coordinate and manage projects (including project planning, managing tender processes and contracts, handling negotiations with business partners, executing projects, creating reports and following up).
- Work closely with PR/marketing agencies and collaborators such as airlines or OTAs to ensure projects are delivered, including fact checking.
- Send out e-newsletters, hard copy brochures and other travel materials and resources to business partners.

2. Providing information to the public

- Respond to public enquiries by phone, email and social media and provide consultation and/or information as requested.
- Edit web page to provide up-to-date information.
- Provide travel information at BtoC promotional events.
- Ad-hoc social media community management to support the social media team.

3. Administration

- Arrange sales call appointments for delegates from Japan.
- Send out invitations to travel trade events.
- Arrange internal functions and order office supplies and equipment.
- Liaise with building management for repair issues, emergencies and office matters.
- Cooperate with IT security procedures.
- 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.
- Take business trips (domestic and overseas) as required by the Executive Director, and provide business trip/meeting reports to the Executive Director.
- Conduct native checks on documents translated from Japanese to English and fact checks on marketing materials created by external agencies.
- 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

- Be passionate about and interested in travel to and within Japan.
- Have some knowledge of tourism in Japan.
- Have relevant tertiary qualifications.
- Be native or fluent in English.
- 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 regarding different business customs.
- Possess a strong willingness to learn.

The ideal candidate will

- Have some experience in digital marketing.
- Be familiar with website security.
- Have the equivalent of JLPT N2 proficiency.

To apply, please send a cover letter and your up-to-date resume to the email address below by 31 May 2025.

Contact: Yuta Shimada

Box email: Applica.3ktpwf2s0ioz9swu@u.box.com

Please note that we only receive the files that you attach to your email, and we cannot respond to enquiries within the body of your email.

Short-listed candidates will be contacted for an interview.

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