

Job Title: Trade Promotion Account Executive

Reports to: Director, Trade Promotion

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: The role of Account Executive is varied, and you will work across a number of clients supporting their Representation (to trade, media and consumers) PR, marketing, events and other communications activities. Clients range from international industry trade organizations representing the Food & Beverage industries, to hotel groups, and sometimes embassies. 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 and to achieve, and to contribute to the success of your colleagues as well.

Your Responsibilities

- Attend industry events, meetings, conferences, and trade shows
- Assist with PPT presentations and proposal development and presenting
- Assist to research and collate info for reports and proposals
- Assist with account planning, and project planning
- Must gain basic understanding of the content of each client contract / scope of work – and the revenue structure they generate

- Assist where directed by account director/manager to coordinate vendors and manage deliverables to client
- Maintain in-house CRM database/contacts
- Prepare newsletters/press releases and mailing invites for distribution to CRM database
- Respond to client email/enquiries
- Coordinate relationships with multiple client stakeholders, clients, agencies, partners, and vendors
- Work closely with related or joint teams across geographies and throughout the global network.

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

- English: Business level including reading/writing. TOEIC 850 or higher are welcome
- Japanese: Native Level
- 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
- 2+ years of work experience; experience in public relations and/or event planning

/coordinating is preferred

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