

Switzerland Tourism.



Switzerland Tourism (www.MySwitzerland.com) is the marketing organization for the national and international promotion of Switzerland as a vacation, travel and convention destination. Each day, the 242 employees at our Zurich headquarters and in 26 countries around the world use innovative and unconventional means to market Switzerland as an attractive destination. For our office in Tokyo we are looking for an experienced, entrepreneurial and enthusiastic professional as

Market Manager Japan (m/f)

Spread 'a passion for Switzerland' throughout Japan!

In close cooperation with the management team at our headquarters in Zurich, you will take on overall responsibility for the management and operations on the Japan market. This includes the implementation, coordination and the execution of ST's strategic goals and marketing strategy as well as the preparation and implementation of the annual business plan Japan (including budgetary responsibility) in consultation with superiors and partners. You will manage the development and maintenance of the contact network and distribution channels. Furthermore, you will be responsible for the collection of market intelligence and the reporting of ongoing activities and results. You will motivate your team of five employees in the Tokyo office to achieve outstanding performances. Your outgoing personality and autonomous working style and your

passion for Switzerland will help you to promote Switzerland as an ideal platform for leisure and business. This challenging, exponent and varied position demands a high degree of enthusiasm for Switzerland as a holiday destination as well as established knowledge of the tourism sector in Switzerland. You are a passionate professional and a decisive, integrative and winning personality with a great sense of responsibility. We expect a solid background in marketing with several years of business experience in a leading marketing position, preferably in the tourism sector. Furthermore, you bring along an excellent grasp of new communication channels. Extensive knowledge of the Japanese and the Swiss markets as well as mentalities and your promptness for location transferability upon company's need are a prerequisite. With relevant

experience in a similar role, you have proved your extensive leadership qualities, your creativeness, your sales and consultancy talent as well as your excellent social and communicative competence. Thanks to your high motivation, your excellent marketing, sales and negotiation skills and your personality, you will pass on 'your passion for Switzerland'. Your native language is German, French and/or Italian, with excellent command of Japanese and English. As a Swiss citizen with great knowledge of Switzerland, you will feel comfortable in representing Switzerland Tourism in front of large audiences. You will enjoy a varied and wide-ranging field of work in Japan with a qualified, motivated and business oriented team of professionals. Are you motivated for this challenge?

We thank you for applying via www.mercuriurval.ch, reference **CH-MULU-004729/XXX**. For further information please call **+41 41 228 80 90**. Mercuri Urval has offices in Zurich, Nyon, Basel, Bern and Lucerne as well as more than 70 branches worldwide.

Board & Executive

Mercuri Urval