

社団法人 日本外国特派員協会

The Foreign Correspondents' Club of Japan

100-0006 Japan, Tokyo-to, Chiyoda-ku, Yurakucho 1-7-1, Yurakucho Denki North Building 20F
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Position Vacancy

Job Description

Membership Marketing and Sales Manager
Foreign Correspondents Club of Japan (FCCJ)
(Contact Wayne Hunter for details, hunter@fccj.or.jp)

We are seeking a dynamic bi-lingual Membership Marketing and Sales Manager to join the Foreign Correspondents Club (FCCJ). Detail-oriented and well-organized with a passion for Marketing and Communications, this important FCCJ team member will help oversee our club's historic mission to deliver great service to our members and to contribute to our community. A competitive remuneration package, including performance based bonus is being offered.

As a member of the FCCJ's Sales and Marketing team, you will be responsible for developing and executing the sales and marketing strategy while meeting employee, member and financial expectations. You will be required to develop, implement, measure and evaluate the Club's marketing and branding strategy for recruitment, promotions, public relations, graphics, promotional materials and member notices so as to maximize the Club's positive exposure and reputation. You will be expected to maintain a close network with multiple potential sources of new members and facility users, including relevant associations, foreign companies, media sources, chambers of commerce, etc. You will conduct property tours and orientation programs, organize events supporting recruitment and facility use and liaise with all departments and relevant Club Committees professionally and effectively.

Job Purpose

To develop and execute a marketing and sales plan which leads to increased membership, member use and overall FCCJ services sales and facilities use.

Qualifications

- have a minimum of 5 years related work experience in Tokyo with proof of strong planning and execution delivery
- be bi-lingual English and Japanese, Chinese or other foreign languages a plus
- have strong Information Technology skills (Excel, Word, Power Point, Adobe InDesign, Photoshop). Knowledge of HTML helpful
- have strong multi-tasking, problem solving, written, administrative, and PR skills
- operate effectively within budgeted guidelines
- have flexible schedule, sometimes working evenings
- be living in the Tokyo Metropolitan area currently with legal permission to work in Japan
- be able to recruit and oversee a college intern

Specific Duties

Review present membership structure and make recommendations
Develop and execute marketing sales plan
Coordinate sales and marketing activities with and report to Wayne Hunter (Assistant General Manager) and the Membership Marketing Advisory Committee (MMAC)
Maintain, update and report on contact and sales leads weekly to Wayne and the MMAC
Conduct membership and user satisfaction survey and take action on results
Maintain and expand partnerships and Agreement with other clubs, organizations including those with reciprocal agreements
Work closely to motivate and engage present staff in all marketing and sales activities
Oversee the hire and supervision of a college intern to support the marketing and sales efforts

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Terms and Conditions

Contract from September 1 for 4 months (extension into 2011 considered based on performance)

Compensation: JPY330,000/month plus incentives for reaching sales targets (10,000 per new member)

Monthly sales and marketing expenses reimbursement

Minimum new member monthly target - 2 new members for key target categories