



# Marketing Officer

## Position

Marketing Officer (Emphasis on Social Media and Digital Marketing)

Reporting to Marketing Manager

## Primary Objectives

At basic level, this person has a coordinating role in the social and marketing function of the marketing department. This involves monitoring key social websites, coordinating digital marketing efforts, and monitoring and measuring the performance. The aim is to:

- Attract more customers to book holidays with Vacation Niseko and drive increased sales revenues for our properties and various services at Niseko Hanazono Resort.
- Ensure that people receive a favorable impression of the company, our properties and our services when they search online.
- Work closely within the marketing and sales team to ensure that our digital marketing efforts complement other activities and enhance them.
- Raise awareness of the Niseko resorts with Hanazono as a focal point.
- Work under the direction of managers to target new markets, segments, events, etc through digital methods.

## Key Responsibilities and Key Result Areas

- Ensure key websites are updated regularly with engaging and relevant content in English and Japanese.
- Monitor analytics data to measure campaigns and adjust as necessary. Report data back to the marketing and sales team in a weekly basis.
- Co-ordinate a blogging schedule to ensure that regular high-quality content is posted to the web in a regular basis.
- Co-ordinate the production of sales newsletters of both Nihon Harmony resorts KK and Niseko management Service with the marketing and sales team.
- Actively like and share content to ensure that our message spreads as widely as possible.
- Recommend new social media tools, sites and apps as part of the social media mix.
- Work with both the NMS/VN side of the business 'the shopfront' and the operational marketing requirements of Hanazono equipment.



## Personal Attributes

- Knowledge of the web and social media and personal user of such sites
- Some experience of running campaigns and monitoring their success
- Experience in a sales or marketing environment where digital methods have been used
- Teamwork – a supportive and constructive team player. Provides assistance and ideas to others when required
- Communication – an excellent oral and written communicator in English and Japanese. In addition, an excellent listener.
- Entrepreneurial mindset – always thinking out of the box and looking for new business opportunities.
- Cross-cultural awareness – sensitive to cross-cultural issues and able to meet challenges ‘in the middle’ to promote a good working atmosphere and productive business.
- Customer focus – able to keep the customer in focus and deliver benefits to the customer through their work.
- Interpersonal – professional, creates a favorable impression, puts people at ease, shows emotional intelligence, tunes in accurately to opinions, feelings. High level of integrity.

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Please email your CV and references to; [employment@harmonyresorts.com](mailto:employment@harmonyresorts.com)

Any and all inquiries are welcome at the above email address.

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**HANAZONO**  
NISEKO JAPAN

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