

Job Opportunity for Working with the ASEAN Tourism Marketing and Communication Working Group and ASEAN Secretariat

TERM OF REFERENCE

Digital Marketing Assistant

For the Project : VISIT ASEAN@50 CAMPAIGN

1. Background

The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, by the founding fathers of the original ASEAN countries; namely Indonesia, Malaysia, Philippines, Singapore and Thailand. The nations of Brunei Darussalam, Cambodia, Lao PDR, Myanmar and Viet Nam have since joined this regional grouping.

Next year in 2017, ASEAN will reach its 50th Anniversary since formation. In celebration of this remarkable milestone, the ten ASEAN national tourism organisations have jointly developed a tourism programme under the campaign theme “**Visit ASEAN@50: Golden Celebration**” with the objectives of commemorating the 50th anniversary of ASEAN and embracing ASEAN as a single and united tourism destination.

Visit ASEAN@50: Golden Celebration will highlight ASEAN’s best 50 festivals and 50 most unforgettable travel experiences, whereby visitors will enjoy a wide range of ASEAN tourism products through diverse destinations, culinary, events, and engagements with local communities. Special offers and travel promotions in affiliated with partners will be rolled out for travellers to enjoy the richness of cultural, heritage, nature, and to feel the warmth of ASEAN hospitality, at the value deal.

2. Objectives

“Visit ASEAN@50: Golden Celebration” aims to:

- 2.1) Achieve 121 million international visitor arrivals to the region by the end of 2017;
- 2.2) Increase tourism receipts to USD 83 billion;
- 2.3) Extend tourist visitations’ average length of stay to 6-7 days, and to more than 2 ASEAN countries.

Several strategies will be implemented in 2016-2017 to achieve the goals. One of the key strategies is Online Marketing through the following approaches;

- Social media campaigns on Facebook, Instagram and Twitter
- Online ads
- SEM and SEO driving traffic to the website

ASEAN Tourism Marketing and Communication Working Group (ATMCWG) is therefore seeking a skilled Digital Marketing Assistant to support the project manager during a 20-month period in carrying out Visit ASEAN@50 campaign.

The applicants must have previous digital marketing work experiences with a broad range of projects from social media campaigns to digital update, onsite signage, data entry, research, and reporting.

Applicants should demonstrate a 'can do' attitude, be able to work without close supervision to meet deadline in cross-cultural and inter-governmental environment, and possess a good English proficiency.

3. Responsibilities and Tasks

Digital Marketing Assistant will be an integral part of the project team. He / she will be responsible for supporting Marketing Coordinator in carrying out the planned tasks, especially in the area of digital marketing. He / she will be in charge of the digital marketing efforts, which are an integral part of the campaign implementations.

Specific duties are;

- Looking after ASEAN Tourism website, particularly VISIT ASEAN@50 section, and making sure that it is updated on a frequent basis;
- Managing social media channels e.g. Facebook, Twitter, Instagram and YouTube are always current and active;
- Handling social media campaigns of VISIT ASEAN@50 to ensure the desired results;
- Working closely with digital marketing company and Marketing Coordinator in developing social media campaigns, creating new stories and contents to keep the online channels fresh, exciting and engaging;
- Working with digital marketing company in setting up the right metrics to measure the success of online marketing activities;
- Handling social media campaigns of VISIT ASEAN@50 to ensure the desired results;
- Working with digital marketing company in setting up the right metrics to measure the success of online marketing activities;
- Reporting on the digital marketing performance and providing insights for improvements;
- Assisting Marketing Coordinator in carrying out offline marketing activities for the campaign; and
- Performing any other tasks as may be assigned by Marketing Coordinator and ATMCWG.

4. Ownership

ASEAN will hold a sole ownership of all outputs developed by the Digital Marketing Assistant for this project.

5. Planning and Reporting

- 5.1) The Digital Marketing Assistant will work under the direction and supervision of the Chair of ATMCWG and ASEAN Secretariat through Marketing Coordinator
- 5.2) The Digital Marketing Assistant will report directly to Marketing Coordinator to discuss the digital marketing strategies.
- 5.3) All work outputs will be submitted through Marketing Coordinator.

6. Time Frame

The selected applicant will be contracted for the service of 20 (twenty) months. The work will be undertaken from May 2016 – December 2017.

7. Qualifications and Requirements

- 7.1) Hold a marketing or related degree with a minimum of 2-year working experiences in managing social media campaigns and digital communication channels including website, Instagram, Facebook, YouTube, Twitter, Applications, etc. Work experiences in tourism industry would be advantage.
- 7.2) Have good knowledge in online marketing strategies, e.g. SEM, SEO, Email Marketing, Google Ads, etc and possess a fair level of IT technical skills in digital marketing implementation and maintenance. Experience in Advertising agency is preferred.
- 7.3) Have an understanding of international and regional issues, and knowledge of and commitment to ASEAN ideals.
- 7.4) Demonstrated ability to develop and maintain sound working relationships with colleagues, government representatives, public and private sector organizations and other stakeholders.
- 7.5) Excellent command of English, good oral and written communication skills as well as strong interpersonal skills in cross-cultural environment and international settings.
- 7.6) Proven ability to work independently as well as to work in a team in a multicultural environment.
- 7.7) Able to perform coordination tasks, undertake multiple assignments and adherence to deadlines.
- 7.8) Able to communicate and work closely with Marketing Coordinator in the distance, while maintaining a satisfactory level of work progress and achievement.

8. Remuneration

Successful candidate will be offered the position for a 20-month contract with a total remuneration of USD 30,000 (Thirty Thousand US dollars) net, inclusive of government tax, office and all other expenses.

9. How to Apply

Send your application by email to ASEAN Tourism Marketing Coordinator at deesuvimol@gmail.com and cc the ASEAN Secretariat at eddy@asean.org highlighting your suitability and potential contribution to the position together with a detailed CV and a recent

passport-sized photograph. (Note: copies of educational qualifications will only be required to be produced by shortlisted applicants).

Please indicate on the subject: Digital Marketing Assistant for Visit ASEAN@50.

Application documents should reach ASEAN Tourism Marketing Coordinator by **15th April 2016**. Only shortlisted applicants will be notified.
