THE ASEAN SECRETARIAT
INVITES ASEAN NATIONALS TO APPLY
FOR THE FOLLOWING VACANCY

SENIOR OFFICER TOURISM MARKETING
ICT & TOURISM DIVISION

Background:
The Association of Southeast Asian Nations (ASEAN) was founded in 1967 with the purpose of promoting regional cooperation in Southeast Asia, in the spirit of equality and partnership and thereby contribute towards peace, progress and prosperity in the region. ASEAN comprises ten (10) countries in Southeast Asia. It was proclaimed a Community through the “Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together”, signed by the Leaders of ASEAN Member States at the 27th ASEAN Summit in 2015. The ASEAN 2025 calls for the ASEAN Community to forge ahead together, and to work towards building a community that is politically cohesive, economically integrated and socially responsible.

The ASEAN Secretariat was established in 1976 by the Foreign Ministers of ASEAN with the basic function of providing greater efficiency in the coordination of ASEAN organs and for more effective implementation of ASEAN projects and activities. It is also envisioned to be the nerve center of a strong and confident ASEAN Community that is globally respected for acting in full compliance with its Charter and in the best interest of its people.

In line with the ASEAN 2025 and the key aspirations of the three ASEAN Community pillars, namely: Political Security Community, Economic Community and Socio-Cultural Community, supported by the Department of Community and Corporate Affairs, the ASEAN Secretariat is inviting qualified ASEAN Nationals to apply for the position of Senior Officer Tourism Marketing.
Duties and Responsibilities:

Reporting to the Assistant Director/Head of ICT & Tourism Division, the Senior Officer shall be responsible to:

1. Provide technical and administrative support to the ASEAN bodies with respect to meetings for Tourism cooperation projects/programmes
   - Coordinate the ATMP-WG and marketing related meetings, as well as notify the necessary stakeholders for attendance.
   - Prepare the relevant documents and agenda for the meetings, and coordinate the follow-up actions and decisions.
   - Guide the ATMP-WG and marketing related meetings; facilitate discussions and negotiations among ASEAN Member States.
   - Assist in the rapporteuring works in the meetings.
   - Review and respond to comments on ATCC, ATMP-WG and related marketing meeting reports.
   - Budget planning, track utilisation and propose allocation of marketing budget for the Financial Year; Assist in mobilising resources for the implementation of marketing programmes/projects.

2. Provide support with respect to implementation of marketing programmes and projects in the following areas:
   - **Marketing Data, Research, Insights & Analysis**
     - Work with the appointed Marketing Agency or relevant partners to derive insights of ASEAN Tourism's target audiences, such as commissioning researches or surveys.
     - Gather and collate information on global tourism trends, with an eye on ASEAN’s economic and tourism developments. Evaluate emerging marketing trends and technologies, and provide perspective for adoption where relevant.
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   - **Marketing and Branding Development**
     - Maintain oversight of and assist in the implementation of the ASEAN Tourism Marketing Plan (ATMP) 2017-2020; provide policy and technical advice / recommendations by undertaking research work and preparing policy papers to support and execute the new ATMP 2021-2025 together with the ASEAN Tourism and/or appointed consultant. This may include strategising, executing and monitoring, following discussions with ASEAN Tourism or any other relevant stakeholders, an integrated marketing plan that will enable ASEAN Tourism to reach out to its intended target audiences or outcomes.
     - Develop, recommend and manage a marketing communications plan which should drive positive top-of-mind recall and awareness of Southeast Asia as a compelling tourism destination through:
I. Creating content regularly to grow awareness of Southeast Asia tourism (press releases, corporate announcements, and creative content, etc.).

II. Crafting and pitching news, stories and thought leadership columns.

- Write and produce marketing materials; assist with proofreading, copy writing, editing copy and information collation; manage the stock of marketing collaterals belonging to ASEAN Tourism; oversee the usage and IP rights of all ASEAN Tourism collaterals especially the ASEAN Tourism Logo, Cruise Southeast Asia Logo, ASEAN Emblem and their relevant user guide/manual; maintain a list of media contacts as well as build relations with these media contacts; and partake in speaking engagement at regional and international events where relevant.

- Coordinate the annual participation of ASEAN Tourism or its dialogue partners, at the relevant trade shows and events, which may include overseeing the decoration of the booth with the relevant marketing collaterals and banners, manning the booth, plan and execute promotional/marketing activities, and any other necessary provisions to ensure a positive image of Southeast Asia.

**Marketing Agency and Partnership Management**

Subject to the appointment of a Marketing Agency by ASEAN Tourism:

- Act as the liaison between ASEAN Tourism and the Marketing Agency by managing the commercial relationship with the Marketing Agency, such as fee and contractual agreements, ensuring that ASEAN Tourism’s interest is safeguarded.

- Oversee the ATMP work plans as set out by ASEAN Tourism for the Marketing Agency’s execution and implementation.

- Manage and facilitate daily operational issues with the Marketing Agency such as executing its work plans, its communication with ASEAN NTOs or other ASEAN Dialogue Partners, monitoring the quality of the Marketing Agency’s work, etc.

- Work with the Marketing Agency to develop initiatives/plans to source for, build and manage a pipeline of marketing partnerships, together with ATMP-WG.

- Track the Marketing Agency’s work plans and budget utilisation, KPIs and marketing impact, and analyse the results and develop recommendations to improve the Marketing Agency’s performance and engagement with ASEAN Tourism.

- Oversee and manage the annual Marketing Agency tender exercise or renewal of the Marketing Agency’s contract.

**Partnership Management**

- Develop initiatives/plans to source for, build and manage a pipeline of marketing partnerships (together with the Marketing Agency if available) and its implementation.

- Conduct an annual review (together with the appointed Marketing Agency) on existing or new partnership arrangements so as to sharpen ASEAN Tourism’s strategy.
ASEAN Tourism Website

- Oversee the ASEAN Tourism website, such as ensuring content relevance and up-to-date information, and liaising with the appointed website vendor on the hosting and maintenance of the website.
- Review the ASEAN Tourism website as and when required or when directed by ASEAN Tourism.
- When the project calls for it, coordinate with the appointed vendor to oversee the enhancement to the ASEAN Tourism website under the “Master Plan on ASEAN Connectivity (MPAC) 2025 on “People Mobility”.

Others

- Provide marketing support in the development and implementation of programmes/activities of cooperation between ASEAN and external parties, including ASEAN Dialogue Partners, international organisations and the private sector.

Qualifications and experience:

- Advanced university degree in Tourism Management, Marketing, Economics, Public Policy, Business Management, or other appropriate specialist discipline, with a minimum of three (3) years relevant work experience in tourism development planning and policy formulation, implementation and coordination, as well as in project administration; preferably experience from a national government agency responsible for tourism policies or from a tourism-related portfolio of an international or regional organisation, or
- Bachelor degree with strong academic qualification in one or combination of the above area of disciplines, with five (5) years relevant work experience in tourism development planning and policy formulation, implementation and coordination, as well as in project administration; preferably experience from a national government agency responsible for tourism policies or from a tourism-related portfolio of an international or regional organisation.
- Proven marketing experience in a marketing agency, PR/brand agency, or other similar organisations will be advantageous.
- Knowledgeable of the latest marketing trends, especially social and digital marketing.
- Excellent command of English, written and spoken.
- Extensive supervisory experience and good attention to details.
- High-level technical skills and knowledge in the area of responsibility.
- Demonstrated skills in problem solving, planning and the development of policies and procedures.
- Demonstrated ability to motivate staff and work effectively with people at all levels of the organisation.
- Experience in identifying training and professional/technical development needs of staff.
- Demonstrated sound oral and written communication skills and sound interpersonal skills, including experience in a cross-cultural environment and international settings.
• Demonstrated ability to develop and maintain sound working relationships with stakeholders.
• Demonstrated commitment to collaborative work practices.
• Competency in computer skills with adequate knowledge of Microsoft Office and Outlook relevant to the position.
• Proven ability for accuracy under pressure and adherence to deadlines.

Remuneration and Benefits:
Successful candidate will be offered a basic salary of USD 3,385 and attractive remuneration package including housing, outpatient medical reimbursement, hospitalization & life insurance, children’s education and gratuity. Subject to good performance during the probation, the candidate will be offered a fixed term contract of three (3) years, inclusive of the six-month probationary period.

How to apply:
Send your application to asean.hr@asean.org highlighting your suitability and potential contribution to the position together with a detailed CV, certified true copies of educational certificates and transcript for Bachelor and Master degree, including PhD (if any), and complete ASEC Employment Application Form attached with recent photograph. Applications sent without ALL the documents mentioned above will NOT be considered.

Please indicate on the subject heading: Application for Senior Officer Tourism Marketing.

Application documents should reach the ASEAN Secretariat by 12 January 2020. The Selection Committee’s decision is final and only shortlisted candidates will be notified.

Note:
• ASEC Employment Form can be downloaded at: www.asean.org/opportunities/asec-employment-form
• ASEAN Secretariat Staff shall not be retained in active service beyond the age of 60 years. Age shall not be more than 57 years old at time of application.

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