

## ČCCR – CzechTourism

### Department/Division: CzechTourism Japan

The CzechTourism Japan, along with 19 other offices abroad of Czech Tourist Authority founded in 1993 ,ensures its successful presentation on the domestic and foreign markets. The key partners include from the public sector domestic tourist regions, cities, municipalities and private sector from travel trade. Lately it focuses its effort on B2B promotion organizing co-branded campaigns with partners from airlines and travel agencies. B2C presence is organized mainly through Japanese website & FB page and strengthened through increasing PR activities.

**Position title:** PR Intern at CzechTourism Japan

**Position purpose:** To help to promote the Czech Republic in Japan as an attractive and safe destination for foreign visitors.

**Duties and responsibilities:** • preparation and cooperation on establishing of online touristic promotion strategy in Japan (web www.czechtourism.com and Japanese FB)

- preparation of content of Japanese blog (research and translate)
- research and preparation of PR materials, update of PR database
- Support B2B & B2C events
- administration support to the team

### Qualifications

#### Field/s of study:

- Travel, tourism and leisure
- Literature and linguistics
- Journalism and reporting
- Language acquisition
- Marketing and advertising

**Level of study:** not relevant

**Professional competencies:** interest and use of social medias  
knowledge of Czech Republic and Central Europe  
basic knowledge of marketing and PR tools advantage

#### Key competencies/Language skills:

- Japanese - Advanced (Required)
- English - Advanced (Required)
- Czech - Advanced (Preferred)

#### Key competencies/Computer skills:

- Presentation - Independent user
- Web Browsing and Communication - Independent user
- Word processing - Independent user

#### Key competencies/Other:

- Critical & Analytical Thinking
- Intercultural perception
- Interpersonal Skills
- Initiative

### How to apply

Please send CV, cover letter, All documents in English and Japanese by 19/11/2018 at the latest.

### Facts

**Economic sector:** Travel agency, tour operator and other reservation service and related activities

**Size:** staff 51 to 250

**Working language/s:** Czech, English, Japanese

**Type of work placement:** Internship

**City/Country:** Tokyo Japan

**Earliest start date:** 04/02/2019

**Latest start date:** 18/02/2019

**Duration:** 2.8 months

#### Remuneration:

**Financial contribution:** UP scholarship in the amount of 17 250 CZK/month+contribution for travel costs according to final destination EUR/month

#### Contribution in kind:

- none

### Application

**Required application documents:** CV, cover letter, All documents in English and Japanese

**Application deadline:** 19/11/2018