

ČCCR – CzechTourism

Department/Division: ČCCR – CzechTourism

Internship: PR Intern at CzechTourism Japan for JP

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 website, social media (Facebook, Instagram, Twitter), blog page and strengthened through increasing PR activities. Office in Japan is responsible for two markets - Japan and Taiwan.

Position title: PR Intern at CzechTourism Japan for JP

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 and start 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:

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

Level of study: not relevant

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

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:

Send **CV, cover letter**, both documents in English and Japanese, **by 3/7/2024 at the latest to e-mail: [tereza.nakaya\(at\)upol.cz](mailto:tereza.nakaya@upol.cz)**.

Facts

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

Size: staff 51 to 250

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

Type of work placement: Internship

City/Country: Tokyo Japan

Start date: 02/09/2024

End date: 29/11/2024

Duration: 2.9 months

Remuneration:

Financial contribution: **Financial support (Freemover) 60 000 CZK**

Contribution in kind: none

Application

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

Application deadline: **03/07/2024**