

POSITION: Assistant SALES AND MARKETING OFFICER

Place of work: Deputy Ministry of Tourism Office in Amsterdam, Netherlands

Scope and General Purpose of Job:

To promote the Cyprus Tourism product to both the outgoing tourism industry as well as the public, in the countries of The Netherlands, Belgium and Luxembourg, by organizing and overseeing the implementation of promotional actions, sales calls, advertising activities etc. The officer must provide adequate support to the Director of the Deputy Ministry's Office in the Netherlands, if such a post is filled. If not, the Officer must report directly to the Deputy Ministry's central offices in Nicosia, assisting in all required actions within the general scope of the job.

Main Duties and responsibilities:

1. Responsible for preparing and evaluating proposals for organizing promotional and public relations activities such as exhibitions, workshops, roadshows, lectures etc.
2. Project leading which entails the overall supervision and management of the organisation of promotional and public relations events. This may include: Request of quotations from hotels and other venues and evaluation of ones submitted, selection of venues (locations), supervision of dispatch of attendance invitations, development of programs etc.
3. Participation in the above mentioned activities and presentation of the Cyprus tourist product through audio visual aids, where appropriate, depending on the audience.
4. Maintaining contact as a key representative of the Deputy Ministry in the said market, with all important stakeholders. Representing the Deputy Ministry at meetings with these stakeholders, when necessary.
5. Visits to travel agents, tour operators, special interest associations, journalists, etc in all BENELUX markets, in order to introduce/present the Cyprus tourist product and promote sales.
6. Maintaining and updating data bases on travel agents and Tour Operators promoting Cyprus in the BENELUX markets. Preparation of reports on the results of tourist visits to Cyprus. Cultivating close contacts with travel agents and Tour Operators.
7. Development and maintenance of contacts with travel agents, Tour Operators and other special interest groups, in an effort to attract special interest tourism to Cyprus.
8. Constant monitoring of the developments and trends in the local tourism

market. Collecting market intelligence on the competitive position of the Cyprus tourist product and the actions of other competitive destinations in the BENELUX markets.

9. Organizing and participating in educational and familiarization trips to Cyprus for travel agents aiming at their acquaintance with the Cyprus tourist product.

10. Provision of information about Cyprus to travel agencies, tour operators, other organisations, and to the general public.

11. Collecting market intelligence on the availability of trips to the Turkish-occupied area of Cyprus and on the activities for the promotion of this area in the BENELUX markets.

12. Responsible for obtaining and evaluating the views of the travel trade on the whole of Deputy Ministry of Tourism' s communication strategy (generic advertising, below the line, publications etc.) in the BENELUX markets.

13. Reporting to the Director of the Deputy Ministry of Tourism Office in the BENELUX markets, and through them to the Head Offices in Cyprus. If the post of the Director is vacant, and if the position of the Sales and Marketing officer is also vacant, the Assistant Sales and Marketing Officer will be reporting directly to the Supervisor, at the Head Offices of the Deputy Ministry, in Cyprus.

14. Overall administrative management, including filing, agenda management, budget control.

15. Processing of invoices, i.e. requesting and receiving invoices for services provided or products purchased, forwarding them to the Accounts Department, confirming provision of services and/or products as agreed, maintaining an archive, keeping suppliers informed of the payment stages.

16. Co-operation with the Cyprus Embassy in the Hague, especially in matters of political nature.

17. Any other related task as assigned by the Supervisor.