



10th March, 2015

Kyoto Convention & Visitors Bureau

POSITION AVAILABLE

Kyoto Representative Offices in the New York, Taipei, Sydney, Paris, London, Frankfurt, Dubai and Hong Kong

A post is available on the basis of annual contract for the management of Kyoto Representative Offices abroad through presenting a detailed plan about attracting tourists to Kyoto.

The Kyoto Convention & Visitors Bureau (KCVB) is composed of Kyoto city and tourism related businesses. It aims to promote tourism in Kyoto by activities such as participating in international tourism expositions, inviting overseas travel agencies and media to Kyoto to familiarize them with tourist spots and improving the environment for international tourists. The KCVB is also commissioned by the city of Kyoto to manage “Kyoto Representative Offices” in the U.S., Taiwan, South Korea, China, Australia, France, the U.K., Germany, Dubai and Hong Kong.

With regard to the U.S., Taiwan, Australia, France, the U.K., Germany, Hong Kong and UAE on the basis of the facts that the number of FIT travelers has been increasing and the role of the media has been growing in importance accordingly, we define the role of the offices.

Herewith we are offering a job under a fixed contract agreement for the management of the Kyoto Representative Offices in the U.S., Taiwan, Australia, France, the U.K., Germany, UAE and Hong Kong to carry out the following jobs. Application papers should be submitted by 18th March, 2015, to the secretariat of the KCVB.

Note: Contract is premised on the approval of the resolution of the city assembly about next



fiscal budget.

1 Outline of duties

The offices are required to take on the following duties aiming for the increase of pieces on Kyoto and information sent to local media companies.

(1) Information Provision

- Provide information about tourism in Kyoto to local media companies being updated regularly by using e-mail newsletters, trade magazines and other effective tools.

(2) Information Collection

- Conduct research on influential media companies and induce them to come to Kyoto for coverage.
- Collect information and analyze the situation when rapid change in the society is experienced.

(3) Communication and coordination

- Establish communication and coordination with important local media and the offices of Japan National Tourism Organization.
- Support and coordinate trips of overseas media to Kyoto. In particular, recommendation of adequate journalists, delivery of invitations, awareness of invitees' needs and follow-up will be required.

(4) Presenting Reports and attending annual meetings

- Present reports on the activities once in two months (Jun, Aug, Oct, Dec, Feb, Apr) and final report.
- Attend the annual meeting in Kyoto held once in a year and make a presentation.

*The travelling fee for the annual meeting is basically to be covered by the consigner.

Note: Additional duties other than those above will be separately discussed when needed.



2. Terms of Contract

- The validity of the contract is from April 2016 to the end of March, 2017.
- Contract fee for one year is ¥2,500,000 paid in Japanese yen. The contract fee includes basic assignment fee ¥1,500,000 (labor wage, expenses for communication, transportation, and other expenditure) and fees for organizing special events ¥1,000,000. Handling charge for money transfer is to be covered by the consigner. The consigner pay 50% of the contract fee within three months after the contract and pay the rest after the contract period is expired.
- In default of the contract e.g. the delay in submitting the necessary report, the consigner is to obligate the trustee to pay some amount as a penalty, to be exempt from having to pay all or part of the contract fee, or dissolve the contract agreement itself.

3. Criteria of applicants

- Applicants must have extensive information networks among people engaged in media companies and have work experience in PR activities for public organizations or private companies.
- Applicants must regularly distribute e-mail newsletters to the networks above by compiling the latest topics sent in English from the KCB into what are suitable for the markets (once a month in principle).
- Applicants must follow up with publication of the pieces following the distribution of e-mail newsletters.
- Applicants must encourage local media to publish articles through the utilization of e-mail and other means.
- Applicants must submit a bi-monthly report on the publication, including the value of the advertorial and clippings.
- Applicants must assist in organizing press trips and liaise with local media upon request from Kyoto City and the KCB.
- Applicants must have communication with the offices of Japan National Tourism Organization, keep up on the local tourism market and submit bi-monthly report.
- Applicants must conduct consultations for the activities of the KCB when needed.



- Applicants must be based in one of the cities below;
NY for the U.S. Representative office, Taipei for the Taiwan Representative, Sydney for the Australian Representative office, Paris for the French Representative office, London for the U.K. Representative office, Frankfurt for the German Representative office, Dubai for the UAE Representative office and Hong Kong for the Hong Kong Representative office
- Applicants must have Japanese or English skills to the level of conducting business negotiation.
- Applicants must comprehend the concept of Kyoto City and the KCB in this respect and devote themselves to it.

4. Documents required with the application

- Resume including academic and job history or company profile
- A detailed plan for PR activities to local media and associated costs, including workload details such as the frequency of distributing and collecting information.
- List of local media among which applicants have information networks.
- Sample of clippings to see how the publication of pieces is reported
- Expected volume of publication e.g. a five-minute program broadcasted more than three times on national television, a more than nine-page feature in a trade magazine and the value of the advertorial
- Other related papers that we might ask you to submit.

* There is no fixed document format.

* Submitted documents will not be returned to the applicant.



5. Application

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