



## SALES & MARKETING | MUWA NISEKO in Hokkaido

A luxury hotel situated in Niseko.

### Job Information

**Hiring Company**

合同会社H-SUMMIT

**Job ID**

1557877

**Division**

Marketing

**Industry**

Hotel

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Hokkaido, Abuta-gun Kucchin-cho

**Salary**

5.5 million yen ~ 6 million yen

**Refreshed**

December 11th, 2025 01:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

DEPARTMENT Marketing  
HIERARCHY Manager  
REPORTS TO GM Manager

#### ● JOB SUMMARY

・ In liaison with Hanwha Corporate PR/Marketing, be the point of contact for MUWA Niseko media enquiries and respond to all requests in an efficient and timely manner and To promote and safeguard the MUWA brand image through ensuring a positive, consistent and accurate representation at all times – externally and internally within the organization. At MUWA Niseko, every initiative is guided by our brand vision to be a Global Local Champion, fulfilling the brand promise to “Step into

the Exceptional.” This role plays a vital role in delivering this promise by ensuring that all client interactions reflect MUWA Niseko’s core values of timeless value, sophisticated comfort, and exclusive experience, strengthening brand positioning and driving sustainable revenue growth.

## ● KEY RESPONSIBILITIES

### SNS

- Develop and execute a multi-platform social media plan, which integrates MUWA’s brand communications and content themes into clear and engaging stories to share with customers at relevant touchpoints through their journey and that work’s in tandem with our communications strategy and ensuring alignment to HQ Corporate Media Strategy.
- Day to day management of social media platforms (Instagram, Facebook, Pinterest, LinkedIn, YouTube, Twitter etc.). Scheduling and publishing all content, alongside responding and engaging with audiences on all platforms directed by Hanwha HQ.
- Drive the strategy, growth of channels and engagement of followers.
- Work closely with the Hanwha HQ Marketing on the photography and videography strategy for social media.
- Management of the online reputation of MUWA and provide property responses as appropriate.

### Media & PR

- Work closely with Corporate PR for influencer management including hosting of group media trips.
- Manage media follow-ups post trips and any relevant chasing of owed features of key messages for even news distribution.
- Writing copy for social media channels and responding to any comments placed online.
- Be responsible for creative press release writing and in sourcing newsworthy information for press on new promotions and stories, ensuring Hanwha HQ Marketing is aware of wider newsworthy stories.

### Reporting and Market Intelligence

- Overseeing weekly and monthly social and media reporting and delivering reports to a variety of functions including Hanwha HQ.
- Constant competitor analysis, keeping ahead of travel trends, destination news and current trends across social media marketing, including the tools and technology used to improve communications with customers.

### Design and Printings

- Responsible for design of all on-property materials, in accordance with MUWA brand guidelines and templates. (Outsourcing)
- Source print production suppliers to achieve optimum balance of quality and cost.
- Source compelling news and stories to feed campaigns and promotions across channels.
- Manage all copywriting for the property (internal and outsourced).
- Establishing a network of vendors in-market – graphic designers, copywriters, photographers.

### Budget

Be responsible for creating and allocating the property annual PR/Marketing budget under the guidance of DOSM.

- Digital & print ads for hotel
- Events / activities
- Complementary/influencer stays (cleaning cost)
- Promotional costs (i.e. Cost transfer for in house services like Opening offer)
- Google AdWords, SEO, PR companies
- Other Marketing materials (posters, vouchers, etc.)
- Membership fees/ annual fees etc.

### Specifications

#### PR Campaign and Membership Management

- Create campaign page on social media and distribute to other channels.
- Send monthly newsletters to subscribers/ past / future guests/ agents
- Update contents on E signages, pamphlets and other marketing materials
- Create PR Releases or Review proposals from SSU.
- Liaise with Niseko Promotion board, Kutchan promotion board membership & Promotions. Source out other promotion board as well.
- Manage membership registrations & maximize membership benefits (i.e. wine & dine, local cards, participate on any promotions/events)
- Look for and Partner with PR companies that can help Muwa website to reach new markets.

### Website Management

- Monitor website activity & report. (i.e. Which country clicks are coming from, how long are they spending on the website. etc., which page etc.)
- Update website with new information (i.e. New, high-quality pictures & videos, descriptions are always updated)
- Liaise with Developers for any website errors, downtime etc.
- Update careers page whenever necessary (for new hires, new positions etc.)
- Create promo page for new promos with Design and wordings according to branding.
- Proofreading and website review for accuracy or information & correct grammar etc.

### Inventory Management

- Ensure correct / updated floor plans, pictures, brand guidelines on all marketing materials for hotel and back- office use.
- Updated files are saved and categorized accordingly for easier access.

- Ensure all published materials are copywrite & paid for. (images, fonts etc.)
- Ensure all marketing materials are kept and accounted for after use. (storage of Xmas tree after event, pamphlets, flag poles etc.)

#### **Events management**

- Plan and provide annual timeline of marketing events.
- Liaise with suppliers regarding any events (opening ceremony, Christmas/ new year events, Valentine's Day, summer etc.) and determining cost/ proposal.
- In charge of organizing the event from start to finish
- Communicate F&B for food / beverages
- Purchasing necessary materials and manage (Xmas tree or additional decorations.)
- Setting up the program (time, schedule of activities etc.)
- Searching for talents (dancers, MC, DJ's etc.)
- Creating /designing & printing invitations (either online or printed)
- Setting up/ finding appropriate location) etc.
- Information distribution to the company (staff)

#### **Internal / External Communication**

- Create contracts and communicate with influencers, publishers, editors that would like to book complimentary stays.
- Ensure deliverables are provided for these complementary stays. (checking their review, ensuring photos, videos are provided, etc.) requesting links for published blogs/ editorials. Etc.
- Handling marketing information dissemination throughout the company.
- Communicate published promotions, pages to staff / suppliers/ relevant parties.
- Share reports to internal/external parties on website clicks and other relevant information.
- In charge of Marketing email address /Email management (for any marketing related emails)

#### **Accounting / Receivables**

- Ensure all expenses are recorded, approved and submitted to accounting.
- Ensure materials, events cost is according to budget.
- Recordkeeping of receipts, invoices & other financial related documents.
- Payments of membership/annual renewals and licenses for marketing materials (pictures, videos, f

#### **Expected Annual Salary**

- JPY 5,400,000 – JPY 6,000,000

#### **Required Skills**

##### **● SKILLS & QUALIFICATIONS**

- Had at least 5 years in working in Marketing field preferably in Hospitality/Tourism industry
- Strong communication skills in Japanese and English, and proficiency in Microsoft Word, Excel, and PowerPoint are required.
- Must be a team player, capable of assisting co-workers, prioritizing tasks, planning, organizing, and meeting deadlines.
- Ability to communicate effectively with supervisors, coworkers, guests, and vendors is essential.

The statements in this job description are intended to represent the key duties and level of work being performed. They are not intended to be all responsibilities or qualifications of the job.

#### **Company Description**