



## Director, Japan | Hong Kong Tourism Board | 香港政府觀光局

### Job Information

#### Hiring Company

[Hong Kong Tourism Board](#)

#### Job ID

1562726

#### Division

Japan

#### Industry

Tourism

#### Company Type

International Company

#### Non-Japanese Ratio

(Almost) All Japanese

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Minato-ku

#### Train Description

Toei Oedo Line, Akabanebashi Station

#### Salary

Negotiable, based on experience

#### Work Hours

Weekdays 9:30am to 5:30pm (Lunch Period:12:30pm to 1:30pm)

#### Holidays

Sat, Sun, National Holidays, New Year (Dec 29 – Jan 3)

#### Refreshed

May 16th, 2026 00:00

### General Requirements

#### Minimum Experience Level

Over 10 years

#### Career Level

Executive

#### Minimum English Level

Fluent

#### Minimum Japanese Level

Fluent

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

WHO ARE WE?

**WHO ARE WE?**

At the Hong Kong Tourism Board, we are passionate about showcasing our city as a must-visit destination. Renowned for its iconic skyline, culinary wonders, and rich cultural tapestry where East meets West, Hong Kong is a bustling metropolis that offers extraordinary experiences to a diverse array of travelers. As we seize new opportunities to enhance our city's global appeal, we remain committed to promoting Hong Kong's unique charm and vibrancy, reinforcing its reputation as a world-class destination. We invite passionate talents to join our dynamic and fun team in achieving this vision.

**HOW YOU WILL CONTRIBUTE AND LEARN?**

Reporting to Deputy Executive Director located at Hong Kong Head Office (HO), this role is accountable for overseeing all the sales, marketing and public relations programs in Japan market ("the region") to ensure that appropriate, cost-effective sales and marketing activities are conducted within the region to meet agreed objectives.

This Director will act as a "bridge" between HO and local staff, helping HO to understand the landscape, special circumstances, and needs of the designated market, and helping the local team to understand HO and global perspectives and imperatives.

The role is also a figurehead, being seen by external parties as the primary HKTB spokesperson and decision maker within the market, as well as the leader of a small staff team to provide directions and motivate for the desired results.

Below are the major responsibilities:

- Devise the overall strategy for Japan, lead and review the implementation of marketing, PR and trade initiatives and programs to achieve set business objectives, KPIs and optimal results
- Identify, establish and maintain strategic partnerships with different stakeholders, including but not limited to government, media, online portals, airlines and travel trade industry
- Act as the spokesperson in the region to establish long-term and effective relationships with both internal and external stakeholders to reinforce the tourism brand of Hong Kong and ensure the sustainable growth of visitor arrival
- Keep abreast of the latest market developments and provide continuous feedback on the operational environment, industry developments and competitive activities to senior management at HO for strategic planning
- Build a high-performance winning team, act as the role model of HKTB's culture and align the team to embrace the HKTB Mission and Values
- Manage all business activities and staff (including Finance and Administration function) in the Japan office effectively to ensure consistency with business objectives and compliance with legal and policy requirements
- Manage all ad hoc projects assigned by the supervisor

**LOCATION**

Tokyo Office – Minato-ku, Tokyo

- 3-minute walk from Akabanebashi Station (Toei Oedo Line)
- 7-minute walk from Shibakoen Station (Toei Mita Line)
- 10-minute walk from Tamachi Station (JR Line)

**WHAT BENEFITS ARE WE OFFERING?**

- Working Hours: Weekdays 9:30am to 5:30pm (Lunch Period:12:30pm to 1:30pm)
- Holidays: Saturdays, Sundays, National Holidays, New Year (Dec 29 – Jan 3)
- Leave: Annual Paid Leave, Sick Leave, Congratulation or Condolence Leave, Maternity Leave, Sick-Injured Child-care Leave, Child-care Leave, Family-care Leave
- Compensation: Competitive salary and benefits package based on experience

**APPLICATION METHOD**

If you are passionate about our mission and believe you are the one we are looking for, please send us your **resume (English is compulsory)** with present and expected salary by clicking "Send Application". We are looking forward to hearing from you.

Personal data provided by job applicants will be used strictly in accordance with our personal data policies, a copy of which will be provided upon request. Applicants may send a request for a copy of the Personal Information Collection Statement pertaining to Job Application. Only shortlisted applicants will be contacted. All Information received will be kept in strict confidence and used only for employment-related purpose.

We are an equal opportunities employer.

**Required Skills****WHO ARE WE LOOKING FOR?**

- University degree holder preferably in Travel/Tourism, Marketing or related discipline
- At least 15 years' proven tourism industry experience, of which at least 5 years in senior management level
- Sound understanding of consumer and trade media in Japan. Knowledge of Hong Kong destination would be an added advantage
- Broad-based and in-depth knowledge of, and experience at a senior level across all areas of the marketing mix (advertising, PR, promotions, sales/distribution, research, product development; online marketing skills/experiences)

important)

- Proven ability to foster and maintain excellent relationships with external commercial partners
- A strong presenter, and a good spokesperson for Hong Kong in the designated markets. Analytical, strategic, with strong commercial sense; and results-oriented
- Organised with good planning and implementation skills
- Good people management ability, able to exercise a proactive leadership role and provide creative, visionary approaches to increase tourism to Hong Kong
- Proficient in both written and spoken English and Japanese
- Willing to travel

---

## Company Description