



JOB DESCRIPTION

Job title: Intern – Language Team
Department: German; French; Spanish Department
Report to: Language Team Leader and Marketing Director
Location: Hanoi
Direct reports: None

Position Purpose

To assist with the marketing and sales of Buffalo Tours for German- French and Spanish speaking markets.

Accountabilities	Deliverables
Sales – business development	<ul style="list-style-type: none"> • Analyse b2b and b2c strategy & activity and make recommendations for improvements • Carry out market and competitor research to identify new business opportunities, source markets, distribution channels, tour operators and agents
Sales – translating and editing	<ul style="list-style-type: none"> • Translate and edit customer and trade communications • Translate and edit itineraries for BRS
Sales – miscellaneous	<ul style="list-style-type: none"> • Assist with any given Sales task
Marketing - Market research	<ul style="list-style-type: none"> • Carry out market and competitor analysis and research • Analyze the Spanish website with Google analytics • Work on Online Marketing Strategies & Channels • Work on SEO
Marketing - Marketing communications	<ul style="list-style-type: none"> • Assist with the creation and production of brochures and other marketing communications material • Ensure that all Buffalo Tours material is consistent with brand guidelines • Assist with any given Marketing task
Marketing – website content & development	<ul style="list-style-type: none"> • Maintain and update German – French and Spanish website content and copy
Marketing – search engine optimisation	<ul style="list-style-type: none"> • Assist Marketing in the planning, management, implementation and evaluation of search engine optimisation for related language websites
Marketing – search engine marketing	<ul style="list-style-type: none"> • Assist Marketing in the planning, management, implementation and evaluation of search engine marketing to maximise ROI. Carry out analysis & adjust SEM accordingly

Marketing – social media	<ul style="list-style-type: none"> Participate in appropriate social media. Analyse trends, create content, respond to customer queries and engage in an honest & efficient manner
Marketing – website analysis	<ul style="list-style-type: none"> Analyse website visits and behaviour in German website to optimise engagement and bookings

QUALIFICATIONS AND EXPERIENCE

- Student studying a degree or diploma in Tourism, Travel, Hospitality, Marketing or Business Management
- Student studying for any degree or diploma and interested in pursuing careers in Travel & Tourism or Marketing
- Native German – French – Spanish speaker
- Fluently in English (Writing and Communication skills)
- Online marketing and search engine optimisation skills
- Computer skills including fluency in Microsoft Office

OTHER SKILLS AND ATTRIBUTES

- Able to adapt to different cultures, living & working styles
- Highly motivated and resilient
- Possesses patience & tact
- Excellent communication and writing skills with a high level of attention to detail
- Good organisational and project management skills
- Willing to work hard and undertake a variety of tasks
- Able to work independently and in a team
- Able to work under pressure and juggle multiple tasks
- Flexible and able to work with uncertainties and changing priorities
- High attention to detail

OTHER REQUIREMENTS

- Willingness to travel in Vietnam
- Able to work flexibly including outside office hours when required

REMUNERATION PACKAGE

A competitive salary, benefit and career development will be offered for qualified candidates commensurate with the responsibilities and qualifications. All applications will be treated in strictest confidence.

Other benefits: Training, travel, 24h insurance, and company's events (parties, holidays)

Working hour: 9.00-18.00 Monday – Friday and 9.00-12.00 Saturday