Digital Tourism Technician Job Profile

General Description

Under the supervision of the Marketing / Sales Manager, (s)he supports:

- The definition of the online strategy of the organization;
- The implementation of the strategies, policies and legal regulations;
- The preparation of products for an online interactive relationship with the customer;
- The personalized online promotion and advertisement, using text, image, sound and video tools.

(S)he contributes to the negotiation with both suppliers and retailers, over the online channel, gathering, analysing and providing relevant commercial data to the Sales area, so that these online strategies could be decided efficiently.

Main Activities

- To perform mathematical calculations and to understand the magnitude of some numbers;
- To speak and write fluently in one's national language;
- To speak and write in at least one foreign language;
- To write creative texts for online tools;
- To use ICT tools and software, as an intermediate user: MS Office or similar, Tourism management software, Databases, Social Media;
- To work effectively within a team, supporting a good work environment;
- To support the design, planning and management of online products, services and tourism destinations;
- To creatively promote and sell online products, services and tourism destinations according to customers' interests and needs;
- To promote online events and activities of tourism animation;
- To cooperate in the design of the organization's Online Marketing plan, as well as in the planning and implementation of specific Marketing events, namely gathering and organizing the required data;

- To operationalize the organization's Online Marketing Mix management policies, by performing sales analysis, prices and products tasks, and assess its impacts;

- To implement the organization's Online Communication policies, namely by contacting customers, suppliers or other entities linked directly or indirectly to the organization's activity;

- To take part in the Tourism business negotiations with customers and suppliers;

- To support in the definition of Customer Service, monitoring and customer loyalty policies;

- To collaborate in the preparation and conduction of online market studies;

- To master social media from the business point of view;

- To master online communication tools;

- To master search engines;

- To master CRS (Computer Reservation Systems);

- To master metasearch engines;

- To master Digital Concierge;

- To master Customer Relations Management;

- To master online reputation management tools;

- To master Channel Managers;

- To evaluate a multimedia script in order to establish the project path, synopsis development and storyboard execution;

- To propose and plan an integrated multimedia project, considering the product and its target audience.