



CITY ROOM RENTALS

FIND A PLACE TO STAY

Asian Market Co-ordinator- Job Specification

Job Role: Asian Markets Co-ordinator (Initial placement)

Closing Date: TBC **Skill:** Marketing/market research and PR

Region: Edinburgh

Salary: £7.85ph

Application- Please complete the City Room Rentals Application form and submit to nfindlay@cityroomrentals.co.uk

Placement summary

Edinburgh Room Rentals Ltd. (ERR) is an online booking accommodation platform that facilitates a gateway allowing leisure and educational partners, including students, to book accommodation in Edinburgh. ERR market and advertise accommodation on behalf of institutional investors, private student accommodation providers and universities, both for education and leisure/commercial targeted markets. As part of our ambitious growth plans, we are currently recruiting for the role of Asian Markets Co-ordinator to work on an important business project. The placement will be located in Edinburgh, with occasional travel required. You will be paid at the rate of £7.85 per hour and you will be expected to work for around 16 hours per week (around your studies). This is an initial 12 week, part-time placement with amazing experience to be gained. This placement is only open to students who are currently studying for a postgraduate qualification and meet the essential criteria for the role. Should the candidate be successful in the role there is an opportunity for the role to be made permanent and full time when leaving the UK after studies.

Job description

Project Description

We are aiming to improve and develop our UK-China agent booking platform for both tourism and educational partners in the region. The role will involve managing existing Asian booking channels, exploring new areas for development, assisting with translation, management of company Weibo accounts and assistance in navigating regulations and partner institutions.

We are also looking for assistance with understanding Chinese audience demand and current tourism travel trends for the inbound market to the UK.

Placement Objectives

Company Objectives:

An insight (or direct link) into the culture, current trends and regulations of the China market.
Development of new partner channels and growth of overall distribution network in the region.

This is of immediate relevance with a number of associated partner agents, universities and language schools associated with Edinburgh Room Rentals.

Student Objectives:

- Hands-on experience of working within a fast paced business
- Experience of developing business relationships between Western and Asian markets
- Direct involvement in business discussions, negotiations and board level meetings

Role Description

You will be tasked with:

- Researching the Chinese Market to see if there are any gaps for new market development;
- Investigating new technologies, booking integration etc. that could help streamline our workflows and make us more efficient;
- Establishing new relationships with Chinese Universities/ agents to explore development opportunities;
- Establishing relationships and acting as the main point of contact for Chinese group and educational programmes that visit the city;
- Investigating what the Chinese Government qualifying criteria are for international business setting up in China.

Qualifications

This placement is open to students who are currently studying for a postgraduate qualification and meet the essential criteria for the role.

Skills / Experience

Essential Skills

- Fluent in Mandarin
- Good standard of spoken and written English
- Possess outstanding relationship building skills

- Excellent interpersonal skills
- IT literate

Desirable Skills

A current student with experience (or direct links) in the tourism and education industries in China is desirable

Benefits

Company benefits

- Excellent experience in a new start up, high growth/ business
- Chance to earn a wage as you study
- Utilise your business knowledge and connections in a project-based role
- Travel opportunities, potential for role to be permanent

Additional information

Location: Edinburgh

Planned interview date: TBC

Preferred start date: ASAP

Company information

Edinburgh Room Rentals Ltd is an independent, privately owned e-commerce business based in Edinburgh. You can see our latest projects, as well as exciting news about the company here:

<http://www.cityroomrentals.co.uk/>

Also, we're on Twitter, Facebook, AND LinkedIn. Keep updated!

Company sector: Tourism and Education

Company website: <http://www.cityroomrentals.co.uk/>