

# PROMOSALONS COORDINATOR

## Company

The Franco-Thai Chamber of Commerce (FTCC) pro-actively builds up tailor-made solutions to enlarge and support its business community. Thanks to its long lasting and growing experience, the FTCC helps its 336 members to start, develop their business, gain exposure and boost their network.

The FTCC is looking for a competent candidate for the position of “Promosalons Coordinator” **As Soon As Possible.**

**Reports to Promosalons Manager, Overall Supervision by Business Support Director**

## Responsibilities

- 🇹🇭 Promote French trade fairs organized in France and in Asia by proposing promotional plan to fair organizers, carry out the activities according to the plan with regular report and facilitate Thai visitors and Thai exhibitors in attending trade fairs abroad.
- 🇹🇭 Assist Business Support Team for information search and list establishment

### A. Portfolio the fairs:

#### 1) Database creation & update

- 🇹🇭 Create, keep, enrich and regularly update the existing database of Thai professionals for different trade fairs: agri-food, retail, eyewear, composite...
- 🇹🇭 Be able to build a new database for new trade fair organizer
- 🇹🇭 Keep confidentiality of the information related to the activities and Promosalons, and adhere strictly to required rules and conditions

#### 2) E-Mailing

- 🇹🇭 Promote trade fairs by using E-mailing software, able to extract files and prepare a statistic report

#### 3) Telemarketing approach

- 🇹🇭 Call companies to check if they receive mailing and invite them to attend exhibition (either as visitors or exhibitors)
- 🇹🇭 Keep the telemarketing report on track (weekly or bi-monthly) to send to organizers in France

#### 4) Thai exhibitor's recruitment and follow-up

- 🇹🇭 Recruit exhibitors based on FTCC databases, through mailing, emailing, telephone, meetings
- 🇹🇭 Support exhibitors (briefing, debriefings) to ensure successful experience
- 🇹🇭 Ensure a subsequent follow-up

#### 5) Social Media as a promotional tool

- 🇹🇭 Use Social media as a communication & promotion tools to promote trade shows.
- 🇹🇭 Identify influencers/bloggers to help disseminate the shows information

### B. Upon availability, assist Business Support Team for market information and list establishment.

#### 1) Project Management (lists, trade missions and market study)

Assist Business Support Team in establishing list and mission for each individual client upon their needs



- 🇹🇭 **List set up:** study clients' needs, research through associations/organizations, telemarketing for contact verification; build up list and submit to client
- 🇹🇭 **Market Study:** according to clients' request and following to the advice of Business Support Manager, conducting a market survey either by phoning or by doing a questionnaire. A final report must be edited with the current situation of the market, benchmarking with existing competitors and strategies recommendation if any.

**Willingly undertakes any other assignment or duties as may be assigned from time to time**





## Profile

- 🇹🇭 Thai nationality; fluent in English, French is a plus
- 🇹🇭 Degree or experience in marketing, business or trade
- 🇹🇭 2-year experience in Marketing / Sales or experiences in MICE industry
- 🇹🇭 You MUST feel comfortable talking over the phone
- 🇹🇭 Outgoing, good personality, love to talk to people, ease in phoning
- 🇹🇭 Ability to travel abroad from time to time
- 🇹🇭 Motivated young professionals are welcomed

## Conditions

-  Local contract
-  Starting As Soon As Possible

## Why should you join the FTCC?

-  To challenge yourself within an International environment
-  The team & the company is important for you: we are team of 15 permanent and 1 intern, a mix & multicultural team, unify in our work and with a strong team spirit
-  We offer great advantages: trainings (languages classes, public speaking session, sales training and so much more), days-off, insurance
-  The location of our office is easily accessible by MRT or BTS

Interested candidates, please send application (resume, cover in English) at [employment@francothaicc.com](mailto:employment@francothaicc.com). Only shortlisted candidates will be notified.



**Franco-Thai**  
**Chamber of Commerce**  
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