

The Alaska Seafood Marketing Institute (ASMI), Department of Commerce, Community and Economic Development (DCCED) State of Alaska is seeking candidates for International Marketing Coordinator – Asia.

This position is located in Juneau, Alaska and reports to the Director of ASMI's International Marketing Program. The position oversees international contractors who are located in China, Japan, and Southeast Asia.

Responsibilities include:

1. Participation in development of marketing strategy and production of an annual grant application for federal funding
2. Analysis of data, statistics and marketing issues regarding Alaska seafood in Japan, China, Southeast Asia, and other designated markets.
3. Oversight and implementation of public relations (PR)/marketing activities such as trade shows, press/trade missions and seminars, social media, and in-store promotions
4. Careful budget management, close communication with accounting staff, and related administrative and compliance tasks
5. Managing market surveys, research projects, and program evaluations
6. Responding to requests for information and support from industry, the U.S. Department of Agriculture (USDA), ASMI board of directors and committee members, media, foreign trade partners, ASMI staff and state agencies
7. Fulfilling extensive reporting requirements; providing regular written and verbal status updates for presentations to board, committee members and USDA
8. Regular domestic and international travel

Minimum qualifications: This position requires a bachelor's degree from an accredited college in marketing, international relations or a related field, or three years work experience in a related field. International study or work experience in Japan, China, or Southeast Asia preferred, as are foreign language skills.

Additionally, successful candidates will demonstrate:

- Strong writing, editing and analytical skills
- Time management skills, flexibility, and an ability to multi-task
- Attention to detail and organizational skills
- Ability to work well in a team setting
- Public speaking and presentation skills

State of Alaska Executive Exempt (XE) range 16-18 wage and benefits.

Please submit resume, three (3) references, and a cover letter outlining your qualifications as they relate to the above eight job responsibilities which will be used to determine which applicants will move on to the interview process. Please submit all required items to [hire@alaskaseafood.org](mailto:hire@alaskaseafood.org) by May 10, 2021 at 3PM AKST.

ASMI is an Equal Opportunity and Affirmative Action employer