PATA Intern Associate Programme

Due to the COVID-19 global pandemic crisis, PATA's Intern Associate Programme has been adapted to allow intern associates to work remotely from home.

- Working hours: 9.00am till 5.30pm (Bkk Time, GMT+7), with 1hr for lunch.
- Flexibility can be provided upon request, subject to time differences and approval by the Department or direct supervisor.
- Required to attend relevant PATA online meetings and department meetings on Google Hangouts.
- Recommendation letter at the end of the internship, written by Dr Mario Hardy (CEO) & relevant department head.
- Recognition on PATA HQ main social media channels.
- A free 3 year PATA Youth membership.
- International travel to Bangkok is not necessary and not recommended as of May 2021.

About PATA

The Pacific Asia Travel Association (PATA) is the only travel and tourism industry body in the world focused on Asia Pacific that represents both the public and private sector. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 95 government, state and city tourism bodies, 20 international airlines and airports, 102 hospitality organisations, 70 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. PATA is also a key member of Uniting Travel, a coalition of the world’s major Travel & Tourism organisations dedicated to ensuring that the sector speaks with one voice and acts in unison on the major issues and includes ACI, CLIA, IATA, ICAO, WEF, UNWTO and the WTTC.

To learn more, please visit: https://www.pata.org/about-pata/
Job Descriptions
Sustainability & Social Responsibility (SSR) Department

- Do you want to exponentially impact the UN Sustainable Development Goals (SDGs)?
- Do you want to assist projects and programmes in partnership with international funding and development agencies?
- Do you want to create a world with safe, responsible travel supporting local communities and environments?

If this sounds like you, then apply today to become PATA's next SSR Associate!

ABOUT THE SSR INTERN ROLE
As an Intern in Sustainability at PATA, you are a highly-valued member of the PATA Team. You will have weekly responsibilities along with several workshops and events to attend. We highly encourage you to learn as much as you can about the trends, issues and key stakeholders of sustainable tourism in the Pacific-Asia region. Although you will be primarily working with the PATA Director of SSR, you can be of assistance to staff members in other departments such Events, Membership, SIC and Admin, if and when required.

ABOUT PATA SSR
To protect our very reason for being, PATA works for our membership, and with strategic partners, to exponentially impact the UN Sustainable Development Goals (SDGs) within the Asia Pacific travel industry.

PATA inspires innovation for exponential impacts on the SDGs for our members’ initiatives by:
  1. adding voice to their innovations and achievements;
  2. building their capacity to measure, analyze and manage data-driven, market-oriented projects;
  3. demonstrating, in all PATA business units and operations, that we are passionate, progressive and proactive in achieving SDGs; and
  4. managing projects for, by and with our members that achieve exponential impacts on the SDGs.

We believe it is important to be membership centered, impact focused, project based and fiscally positive.

ABOUT YOU
- You have completed your Bachelor’s Degree and ideally doing your Masters.
- You have an understanding of tourism trends for sustainability, conservation, and corporate social responsibility.
- You have strong interpersonal and English communicative skills.
- You have strong professional written English skills, to create and edit newsletter articles and reports.
- You are a self-motivated and mature person, with a highly collaborative mindset.
- You enjoy working with people from different cultures.
- You have a strong desire to help others.
- You have a passion for travel and tourism.
- You are growth and results oriented.

Membership Department

The Membership team is in charge of taking care of and engaging with our Members, as well as growing PATA’s community. Every day, we talk with members from all over the world, assisting them to maximise their membership with PATA. As a Membership Intern, you’ll be tasked with:

- Supporting the team with membership recruitment & retention via email correspondence to members and prospects.
- Learning how to use a Customer Management System and thus keep the membership database up to date when handling new members and terminated members.
- Support the team with administrative tasks such as issuing invoices, receipts and certificates.
- Support the team by managing PATA Store Accounts and assisting members, via email, to gain access to the PATA Store.
- Publishing member news on the PATA website and social media channels.
- Creating Membership marketing materials
- Contacting members for information.
- PATA Membership team runs 2 webinars: PATA Spotlight and PATA 101. You will be required to help the team administratively prepare for the upcoming online events, support during execution and assist in any post-event tasks as required.
- Occasionally, PATA interns will be invited to attend events, seminars, trainings and meetings with members.
  - In the lead up to any event, interns are required to help the team in preparation.
  - During the event, interns are required to help the team with the execution of the event.
Marketing Department

PATA's Marketing department communicates PATA's brand story to members and prospects. They are the creative hub of PATA, generating content and designs for PATA events and initiatives.

As a Marketing Intern, you'll be tasked with:
- Managing and updating content for PATA's digital platforms including the PATA website, PATA Events mobile app, YouTube, Flickr, social media pages, the PATA blog, etc.
- Creating simple graphics using a template, such as on Canva
- Writing the first draft of social media posts
- Leading Marketing-led Intern projects, such as for celebrating World Tourism Day and International Women's Day
- During in-person events
  - Assist in real-time social media coverage of the event.
  - Provide support during the event in terms of photography, videography and digital media management.

Requirements
- A high command of the English language.
- Have knowledge and skills for graphic designs using Canva.
- Have knowledge and skills for basic video editing, such as cutting clips.
- Previous experience in managing social media platforms and using third party scheduling tools is preferred.
- Candidates who enjoy creating content for digital platforms are preferred.

PATA Youth Department

The PATA Youth Department is spearheaded by PATA Youth Ambassador, Aletheia. We design and run youth programmes, are in charge of our own digital marketing and manage an international community of PATA Youths, PATA Student Chapters and PATA EDU Members. Our ultimate goal is to inspire and empower youths to become drivers of change alongside PATA for the responsible and sustainable development of the tourism industry in Asia Pacific.

As a PATA Youth intern, you will be working closely with PATA Youth Ambassador. Expect to be included in and contribute actively to brainstorm meetings, draft social media posts and craft communication for different target audiences. Learn how to use customer management systems, excel, mailchimp and manage databases.

- Organisational Structure: Functions as part of membership team
- Required to be contactable during working hours: 9am - 5.30pm (BKK Time) but can work independently.
As a PATA Youth intern, you'll be tasked with:

- YTP Membership registration (Screening applicants) and managing a database on Growthzone (our CMS).
- Brainstorm, design and execute online events together with YTP Ambassador.
- Adapt programmes to COVID-19 global situation for an online, international community.
- Assist with organising online events, administration, issuing certificates, and creating post-event reports.
- Assist with research/surveys of international community: eg creating survey monkey forms, analysing data and presenting data.
- Assist with administrative tasks or inter-departmental projects when needed.
- Curating news articles for Youth audience to be posted on social media platforms.
- Writing marketing copy for social media platforms, preparing 3 posts per week and assisting in scheduling and posting of content.
- Assist with the preparation of EDMs on Mailchimp for upcoming events.

Requirements:

- Familiar with google suite tools (google sheets, google docs, google drive, google hangouts) and Microsoft Excel.
- Has standard data collection and analysis skills in academia.
- Bonus if familiar with mailchimp, survey monkey and canva.
- EXTRA BONUS if you have managed databases before.
- Previous marketing experience is preferred but not necessary. Excellent English language writing and communication skills. Able to tailor content to a target audience.

Events Department

The Events Team is in charge of making sure PATA’s 4 major events (ATCM, PAS, PTM, PDMF) run smoothly for all stakeholders. They are the most detailed, organized and efficient people you will ever meet.

As an Events Team Intern, it is very important that you are **detailed orientated** as you will be tasked with:

**PRE-EVENT**
- Database update, follow up registration & payment, issue receipt and send confirmation package
- Answer delegates’ inquiries
- Follow up with delegates and send reminder as necessary
- Update information in the system/ platform and on the website
- Support in Events Marketing such as eDM, Video or promotional materials
- Support Gold Awards administration work and presentation platform

**ONSITE**
- Monitor visitor registration and VDO streaming of LIVE sessions for all PATA Events

**POST-EVENT**
- Keep the delegate database up to date
- Support the team in survey data management, analysis and report

Requirements:
- Excellent verbal and written communication skills.
- Proficiency in Microsoft Office
- Have Knowledge and skills for Zoom Webinar & Meeting.
- Ability to multitask.
- Strong interpersonal skills and highly collaborative mindset.
- Dynamic, quick learner and good team work.
- Cope well under pressure and sometimes tedious work.

Communications Department

The Communications Department presents PATA’s core missions, visions, and values to a wide audience consisting of various stakeholders from both the public and private sector. This is done through press releases, events, online platforms, media, etc. As a Content and Editing Intern, you will be reporting to PATA Director of Communications and External Affairs, Mr Paul Pruangkarn, and Marketing Manager, Ms. Carma Chan.

Content and Editing Interns will be tasked with:
- Research, write and edit press releases, blogs, articles, letters, and publications/reports, as well as conference/webinar programmes
- Assist the team with communications planning; assist in brainstorming communications and PR strategies
- Assist with media relations
- Work hand in hand with internal departments of PATA
- Assist the team with external communications, work with external role-players
- Assist in organizing events and online webinars with external stakeholders
- Keep up-to-date with the industry news and relevant information
- Support the Director of Communications and Marketing Manager as needed.

Requirements:
- Fluent in English language with Strong writing skills are required.
- In your application, it is compulsory to include an example of your writing.
- Strong interpersonal skills and highly collaborative mindset
- Have knowledge and skills in managing social media and online platforms.
- Have knowledge and skills for graphic designs using canvas
- Strong professional skills to write press releases, newsletters and articles
- Have knowledge and passion for travel and tourism