

## **MARKETING PROJECT MANAGER**

<b>Company</b> European Travel Commission	<b>Job Type</b> Full Time
<b>Location</b> Brussels, Belgium	<b>Years of Experience</b> 3+ years
<b>Industry</b> Tourism	<b>Education Level</b> Professional
<b>Contract type</b> Temporary duration 16 months (Possible extension)	<b>Salary</b> € 40.000 (annual gross)

The European Travel Commission (ETC) unites the National Tourist Organisations (NTOs) of the EU member states, as well as a number of non-EU members within Europe. Its core mission is to promote Europe as the world's most compelling tourist destination in long-haul markets. To fulfil its mission, ETC uses a wide range of marketing tools and resources.

ETC is cooperating with the European Commission in promoting Europe as a tourism destination. For the next 16 months (December 2017 – May 2019) ETC will be implementing a joint project with the European Commission under the umbrella of the 2018 EU-China Tourism Year. For this project, ETC is looking for a **Marketing Project Manager** for its headquarters in Brussels (Belgium).

### **PLACE WITHIN THE ORGANISATION**

The Marketing Project Managers is responsible for the implementation, administration and management of a series of cooperative marketing programmes and promotional campaigns in the field of destination marketing.

The Marketing Project Manager works within the Marketing and Communication department of the organisation and reports directly to the Head of Marketing and Communication and ultimately to the Executive Director. The Marketing Project Manager works closely together with other departments of the organisation and with the Partnerships Manager in particular.

### **TASKS**

Main responsibilities include, but are not limited to:

- Implementation of the annual marketing programme of the organization and in particular of activities under the framework of the 2018 EU-China Tourism Year in cooperation with other team members.
- Plans, organizes and coordinates online marketing campaigns targeted towards end consumers in international markets and in China in particular.
- Plans, organizes and coordinates familiarization trips in Europe for tour operators, media and other influencers in cooperation with destination partners.
- Assists in the organization of participation in events (fairs and exhibitions, workshops, road shows) targeted towards the travel trade and end consumers in international markets and in China in particular.
- Liaises with partners, stakeholders and suppliers to ensure a centralised and coordinated implementation of projects.
- Assists in the delivery of special projects as delegated by the Head of Department.
- Keeps the project documentation up to date.
- Keeps contact databases accurate and up to date.
- Produces periodic reports as required by the Head of Department and/or the Executive Director.
- Performs general administrative tasks.

### **PROFILE**

- Recognised University degree in relevant field (business administration, marketing and communication, tourism or equivalent).
- Minimum three (3) years' experience in project management, preferably in the field or destination marketing.
- Solid knowledge of the European travel and tourism industry, destinations, products and distribution channels.
- Solid knowledge and experience in digital marketing and communication tools (web, social media, display advertising, etc).
- Knowledge and understanding of the Chinese outbound travel market is an advantage.
- Understanding of the European Union institutions, EU funded projects and EU public procurement procedures is an advantage.
- Experience working with outside partners in developing and implement joint projects.
- Excellent communication and presentation skills in English (verbal and written). Knowledge of other languages is an advantage in particular of Chinese language.

- Computer literacy in Microsoft Office software.
- Excellent organisational, analytical and planning skills.
- Ability to multi-task and perform well under pressure with excellent time management.
- Creative and innovative ability with attention to detail.
- Self-initiative and accountability.
- Ability to understand, respect and interact with people of different cultures and backgrounds.
- Willingness to travel if required.

### **CONTACT**

If you meet the criteria outlined above, please send us your cover letter and CV (in English), mentioning “Marketing Project Manager” in the subject line, to:

Eduardo Santander

Executive Director

[European Travel Commission](#)

[eduardo.santander@visiteurope.com](mailto:eduardo.santander@visiteurope.com)