

## **PARTNERSHIPS MANAGER**

**Company**

European Travel Commission

**Location**

Brussels, Belgium

**Industry**

Tourism

**Contract type**

Temporary duration 16 months  
(Possible extension)

**Job Type**

Full Time

**Years of Experience**

5-7 years

**Education Level**

Professional

**Salary**

€ 45.000 (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, including cooperative marketing programmes.

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 Partnerships Manager to curate all partnerships with external public and private stakeholders.

### ***PLACE WITHIN THE ORGANISATION***

The Partnerships Manager will be responsible for the stakeholders' management for the EU-China Tourism Year (for the activities performed by ETC), including the public procurement for the call for proposals that ETC will organise to distribute EC funding to third parties. The Partnerships Manager will also attract new partners and potential associate members to ETC, with a view of capitalising on the results of the EU-China Tourism Year and building sustainable public-private partnerships on marketing of Europe as a tourism destination, with long-term objectives encompassing all extra-European markets (US, China, Russia, India, etc.).

The Partnerships Manager will work in the Administration and Public Affairs department of the organisation, reporting to the Head of Finance and Public Affairs and the Executive Director, and will be working closely together with the other departments of the organisation (in particular Marketing).

### **TASKS**

- **Public procurement** for the call for proposals that ETC will organise to distribute EC funding to third parties. The objective of these calls is to contribute to a series of large thematic transnational promotional campaigns targeting China during the 2018 EU-China Tourism Year. This will be pursued via the planning and implementation of **cooperative marketing programmes** aimed at raising **China's** awareness of Europe as a travel destination. These thematic transnational promotional campaigns are to be conceived, executed and completed by (a consortium of partner) organisations from different European destinations. ETC will seek to steer, co-brand and co-invest into selected promotional campaigns that comply with the terms foreseen in this document. The tasks of the Partnerships Manager will include:
  - drafting and publishing of the call,
  - follow-up with interested parties,
  - chairing of the evaluation committee;
  - notifying the selected project leaders;
  - overlooking the implementation of the selected projects;
  - reporting on the implementation and success of the selected projects.
  
- **Stakeholders management** for all activities performed by ETC in the framework of the 2018 EU-China Tourism Year. The Partnerships Manager will make sure that all parties on board (national and regional tourism offices, private companies participating in the calls, regional governments and the European Commission) are actively participating in the project and feel that their participation brings them benefits;
  
- **Attract new partners and potential associate members to ETC**, with a view of capitalising on the results of the EU-China Tourism Year and building a sustainable public-private partnership model on marketing of Europe as a tourism destination, with long-term objectives encompassing all third markets (US, China, Russia, India, etc.)

**PROFILE**

- Recognised University degree in relevant field (business administration, tourism management or similar);
- Minimum 5 years' experience with transnational tourism projects (European perspective is a plus);
- Expertise in development of sustainable tourism initiatives. Experience in managing and outsourcing of diverse tourism related projects is a plus;
- Deep understanding of public-private partnerships in tourism and experience in setting-up and optimising such partnerships;
- Experience in public management of tourism (in a DMO or similar) is a plus;
- Expertise in EU public procurement procedures and EU funded projects ;
- Solid knowledge of the European Union institutions and decision-making procedures;
- Ability to work well under pressure with excellent time management;
- Excellent organisational, analytical and planning skills;
- Excellent knowledge in English; knowledge of other European languages is an advantage;
- Willingness to travel.

**CONTACT**

Please send us your CV and a motivation letter (in English), mentioning "Partnerships Manager" in the subject line, to:

Eduardo Santander

Executive Director

[European Travel Commission](#)

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