

EUROPEAN TRAVEL COMMISSION

ONLINE MARKETING INTERNSHIP DESCRIPTION

WHAT WE DO

The European Travel Commission (ETC) is a non-profit organisation that unites the [National Tourism Organisations](#) (NTOs) of Europe, including both EU and non-EU member states. Its core mission is to strengthen the sustainable development of Europe as a tourist destination. In the last several decades, ETC has positioned itself at the forefront of the European tourism scene, establishing its expertise and building up partnerships in areas of tourism, based on promotion, market intelligence and best practice sharing.

ONLINE MARKETING INTERNSHIP

ETC is looking for an Intern **starting in May 2019 until the end of the year** (to be confirmed with the selected applicant, for the period of approximately eight months). We offer a unique opportunity to earn work experience in an international organisation based in Brussels and gain insight into the European as well as worldwide practice in the tourism industry from a privileged position.

Please note that **you should be a student or a recent graduate in Marketing and Communication with focus on Digital** and an understanding of tourism.

The internship is paid 1000 EUR net/ month.

PLACE WITHIN THE ORGANISATION

The Intern works within the Marketing Department and assists other departments of the organisation when needed, performing duties as assigned by the Head of the Department.

TASKS

- Assist with management of digital marketing and other communication channels, such as the consumer website www.VisitEurope.com. This includes content editing and optimization, update of outdated information and upload of new content in several languages and market versions ensuring quality and alignment with the portal's tone of voice and visual identity.

- Assist with management and update of VisitEurope.com's social media handles (Facebook, Twitter, Instagram and YouTube). This includes content development, posting and performance optimization.
- Curation and editing of content for the monthly electronic Visit Europe Magazine.
- Graphic design and production of multiple marketing resources (print and digital).
- Support in the implementation of digital marketing promotional campaigns.
- Assist with management of hardware and software assets.
- Regular update of databases.
- Regular update of cloud-based media libraries and digital assets management tools.
- Answering general enquiries by e-mail and phone.
- Writing and presenting reports.
- Participation in meetings in Brussels (as required).
- Any other related duties as assigned.

PROFILE

We offer a position in a young, dynamic and collaborative working environment and exposure to top quality projects. Hence, we look for candidates who **strive for excellence**. More specifically, the ideal candidate should demonstrate:

- Self-initiative;
- Detail oriented;
- Good project and time management skills;
- Creative thinking;
- Strong communication skills in English (oral and writing); knowledge of other languages is an advantage;
- Good command of Microsoft Office, Adobe InDesign, Photoshop and Illustrator; experience in WordPress is a plus;
- Team player.

HOW TO APPLY

If you think you are the right person for this role please send your **CV** and a **motivation letter** (in English) to **Miguel Gallego** miguel.gallego@visiteurope.com

The deadline for submission of applications is Sunday, 28 April 2019 (EoD).

SELECTION PROCESS

Based on an initial review of submitted CVs and motivation letters, only selected applicants will be invited for an interview via phone or Skype. Applicants who do not receive any feedback within one month of the submission of their application should consider this as unsuccessful.