

DIGITAL MARKETING AND COMMUNICATION TRAINEE

Organisation

European Travel Commission

Job Type

Full Time, 38 hours per week

Location

Brussels, Belgium (partial teleworking possible)

Remuneration

1000€/month

Industry

Tourism

Education Level

Professional

Contract type

Six months internship starting in March 2022,
extendable for another six months

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 past decade, 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 market intelligence, promotion and best practice sharing.

ETC is looking for a Trainee for the period of six months **starting in March 2022**. 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 Digital Communication** and hold the right to work in Belgium, i.e. be an EU, EEA or Swiss national and/or have a Belgian work permit.

The Trainee 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 This includes content mapping, editing, optimization, update of outdated information and upload of new content in several languages and market versions ensuring quality and alignment with the portal's tone of voice and visual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 global social media accounts (Facebook, Twitter, Instagram and YouTube). This includes content curation, production, posting, community engagement, moderation, reporting and performance optimization.
- Assist in editing of content for the monthly electronic Visit Europe Magazine.
- Support in the development and implementation of online and offline marketing and promotional campaigns target towards end consumers in international markets.
- Regular update of cloud-based media libraries, digital assets management tools and contacts databases.
- Assist with management of hardware and software.
- Answering general enquiries by e-mail and phone.
- Writing and presenting reports.
- Keeping operational manuals up to date.
- Any other related duties as required.

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 and creative thinking;
- Detail oriented;
- Good project and time management skills;
- 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 Friday, 11 February 2022 (EoD).

Candidates must be in a position to certify with official documents (if requested) any information provided in their CV and Cover Letter.

SELECTION PROCESS

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