

## **DIGITAL MARKETING & COMMUNICATION TRAINEE**

**Organisation**

European Travel Commission

**Location**

Brussels, Belgium

**Industry**

Tourism

**Contract type**

Six-month internship starting in March 2024,  
extendable for another six months

**Job Type**

Full Time, 38 hours per week

**Remuneration**

1000€/month

**Education Level**

Professional

Established in 1948, the European Travel Commission (ETC) is a non-profit organisation with its headquarters in Brussels. Its role, on behalf of its more than 40 members, both National Tourism Organisations and private companies, is to promote tourism to Europe from long-haul markets, produce market intelligence and facilitate the sharing of best practices in tourism. The organisation also engages in advocacy actions to promote the importance of tourism as an engine for the European economy, and to create benefits and remove disadvantages for the travel industry in Europe. ETC cooperates with the European Commission in promoting Europe as a tourism destination implementing projects in form of ad-hoc and other grants.

The European Travel Commission is recruiting a Trainee for its Marketing Department. This is an exciting opportunity for a highly motivated junior professional or recent graduate who thrives on tourism-related projects, digital communication and working with institutions and international organisations. The position is for six months, renewable.

The Digital Marketing & Communication Trainee works within the Marketing Department of the ETC Executive Unit and reports to the department's Head and to the Executive Director.

### *TASKS*

- Assist with managing digital marketing and other communication channels, such as the consumer website [www.VisitEurope.com](http://www.VisitEurope.com). This includes content mapping, editing, optimization, updating outdated information, and uploading new content in several languages and market versions, ensuring quality and alignment with the portal's tone of voice and visual identity.
- Assist with managing and updating 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 the editing of content for the monthly electronic [Visit Europe Guides](#).
- Support in developing and implementing online and offline marketing and promotional campaigns targeting end consumers in international markets.
- Regularly update cloud-based media libraries, digital assets management tools, and contacts databases.
- Assist with the 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*

- Self-initiative and creative thinking.
- Detail oriented.
- Good project and time management skills.
- Strong communication skills in English (oral and written); knowledge of other languages is an advantage.
- Good command of Microsoft Office, Adobe InDesign, Photoshop, and Illustrator; experience in WordPress and SEO knowledge is a plus.
- Team player with the capacity to work autonomously.

### *REQUIREMENTS*

- The **applicant should hold** a recognised University degree in tourism, digital communication, marketing or similar.

- The applicant should be a **recent graduate** and ready to start a full-time job. The application of candidates who have not yet graduated by the time of the traineeship start date will not be accepted.
- The applicant should be willing to move to Brussels for the whole duration of the traineeship. Remote work from outside Belgium is not possible.
- To be considered for this traineeship position, candidates must already hold the right to work in Belgium, i.e. be an EU, EEA or Swiss national.

### *HOW TO APPLY*

If you meet the criteria outlined above, please send us your Cover Letter and CV (both in English) by **Monday, 22 January 2024, 23:59 CET**, mentioning 'Digital Marketing & Communication Trainee' in the subject line, to:

Mr Miguel Gallego  
[miguel.gallego@visiteurope.com](mailto:miguel.gallego@visiteurope.com)

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 two months after the deadline for applications should consider this as unsuccessful.