

# Digital Marketing Trainee (Destination Marketing)

**Organisation**

European Travel Commission

**Location**

Brussels, Belgium

**Industry**

Tourism

**Contract type**

The traineeship is initially offered for six months, with the possibility of extension for an additional six months based on organisational needs and performance.

**Job Type**

Full Time, 38 hours per week

**Remuneration**

1,250€/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 50 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.

ETC is recruiting a Trainee for its Marketing Department. This is an exciting opportunity for a highly motivated junior professional or recent graduate to gain hands-on experience in destination marketing and help inspire millions of travelers worldwide to discover Europe in a responsible way through engaging digital content, storytelling and marketing campaigns.

Working within the Marketing Department of the ETC Executive Unit and reporting to the Head of Marketing, you will contribute to digital campaigns, content marketing, social media management and website development while building practical experience in destination marketing. You will also collaborate closely with National Tourism Organisations, digital agencies and other international partners.

**European Travel Commission**

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[www.etc-corporate.org](http://www.etc-corporate.org)

## Tasks

### **Digital Marketing (approximately 80%)**

- Support the day-to-day management of the website [VisitEurope.com](https://www.visit-europe.com), including content updates, quality assurance, SEO optimisation, multilingual content publishing and website maintenance.
- Assist in planning, creating and publishing content across VisitEurope.com's global social media channels (Instagram, Facebook and YouTube).
- Monitor web and social media performance, community engagement and campaign results, preparing regular performance reports.
- Contribute to the production and editing of the monthly Visit Europe Guides and newsletter.
- Support the implementation of international digital marketing campaigns targeting long-haul markets (North America, Latin America, Asia-Pacific).
- Assist in coordinating collaborations with tourism partners, travel creators and influencers.
- Maintain digital asset libraries, marketing databases and content management systems.

### **Administrative tasks (approximately 20%)**

- Assist with the management of hardware and software.
- Responding to general enquiries by e-mail.
- Maintaining internal operational documentation
- Any other related duties as required.

## Profile and skills

- Proactive and able to take initiative, creative thinker with strong attention to detail
- Highly organised with excellent time management skills
- Strong communication skills in English (oral and written); knowledge of other languages is an advantage
- Good command of Microsoft 365 (particularly PowerPoint, Excel and Word), and familiarity with Adobe Creative Cloud (Photoshop, Illustrator or InDesign), Canva, and AI-powered content creation tools (e.g. ChatGPT, Copilot or similar).
- Basic knowledge of HTML, Drupal or other CMS platforms, SEO principles and Google Analytics (GA4) is an advantage
- Team player with the ability to work autonomously in an international and multicultural environment.

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## Requirements

- The applicant should hold a recognised University degree in digital communication, marketing or related field.
- The applicant should be a recent graduate and available to undertake a full-time traineeship. Applications from candidates who have not yet graduated by the time of the traineeship start date will not be accepted.
- The applicant should be willing to relocate to Brussels for the whole duration of the traineeship. Hybrid working arrangements are possible (3 days in office, 2 days from home). 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.
- Previous experience in destination marketing and management is an advantage.

## What we offer

- Hands-on experience in international destination marketing
- Exposure to EU-funded tourism projects
- Opportunity to work with National Tourism Organisations from across Europe
- Practical experience managing a global tourism website and social media channels
- A multicultural working environment in central Brussels
- Professional mentoring, training and opportunities for continuous learning.

## How to apply

If you meet the criteria outlined above, **please complete the online application form** and upload your CV and a motivation letter (both in English) by **Sunday, 19 July 2026**.

Candidates must be able to certify with official documents (if requested) any information provided in their CV.

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## Selection process

Due to the expected volume of applications, **only short-listed candidates will be contacted**. If you have not heard from us within two months of the application deadline, please consider your application unsuccessful.