

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 January 2023,
extendable for another six months

The European Travel Commission (ETC) is a non-profit organization that unites Europe's National Tourism Organisations (NTOs), 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 tourism areas based on market intelligence, promotion, and best practice sharing.

ETC is looking for a Trainee for six months **starting in January 2023**. We offer a unique opportunity to earn work experience in an international organization based in Brussels and gain insight into the European and worldwide practice in the tourism industry from a privileged position.

Please note that **you should be a motivated junior professional 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 organization when needed, performing duties as assigned by the Head of the Department.

TASKS

- Assist with managing digital marketing and other communication channels, such as the consumer website 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 This includes content mapping, editing, optimization, updating outdated information, and uploading new content in several languages and market versions, ensuring quality and alignment with the portal's tone of voice and visual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

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 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.

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 at miguel.gallego@visiteurope.com

The deadline for submission of applications is Friday, 18 November 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.