

DIGITAL MARKETING INTERN

The European Travel Commission (ETC) unites the National Tourist Organisations (NTOs) of the EU member states, as well as a number of non-EU members within Europe. Its core mission is to **promote Europe as the world's most compelling** tourist destination in long-haul markets. To fulfil its mission, ETC uses a wide range of marketing and communication tools.

ETC is looking for an **intern** for a **minimum period of six months** starting in **January 2017**. We offer **students or recent graduates** a unique opportunity to gain work experience at an international organisation based in Brussels (Belgium) and gain insight on tourism in Europe and worldwide from a privileged position.

This internship is remunerated.

PLACE WITHIN THE ORGANISATION

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

TASKS

- Regular update of ETC's consumer portals www.visiteurope.com and www.tastingeurope.com. These includes content edit and optimization, update of outdated information and upload of new content ensuring quality and confirming that assets meet the portal's voice and visual guidelines.
- Regular update of VisitEurope.com's social media handles: Facebook, Twitter, Instagram, Pinterest and YouTube. This includes content development and monitoring.
- Curation and editing of information for the monthly electronic magazine.
- Regular updating of cloud based media library.
- Answering external enquiries by e-mail.
- Writing and presenting reports.
- Provide assistance in the organisation of events (meetings, press conferences, etc).
- Participation in meetings in Brussels (as required).
- Any other duties as assigned.

PROFILE

- Education in the field of marketing , communication or digital media with some previous practical experience in digital marketing;
- Computer literacy and excellent knowledge of Microsoft Office. Basic programming (HTML) and video editing skills as well as a good command of graphic design software (Photoshop, Illustrator and InDesign) is a plus;
- Interest and understanding of new digital marketing and communication platforms (web, social media and mobile);
- Outstanding English skills (verbal and written); good knowledge of other languages would be an asset (Portuguese, French, Flemish);
- Self-initiative and excellent project and time management skills;
- Creative and innovative ability with attention to detail;
- Sense of responsibility and commitment;
- Well-developed writing, communication and interpersonal skills.
- A thorough understanding of the travel and tourism industry is an advantage but not compulsory;

HOW TO APPLY

Please send your CV and motivation letter (in English) to:

Miguel Gallego

miguel.gallego@visiteurope.com

SELECTION PROCESS

Based on an initial review of submitted CVs and motivation letters, select applicants will be invited for an interview via phone or Skype in December 2016.

Applicants who do not receive any feedback within one month of the submission of their application should consider this as unsuccessful.



European Travel Commission

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