

INTERNSHIP	experience.brussels
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Company	visit.brussels
Department	Destination Management Culture & City Life
Unit	experience.brussels
Title	Intern
Reports to	Manager experience.brussels

The company: visit.brussels

visit.brussels is the tourism communication agency for the Brussels-Capital Region. Its objective is to promote and reinforce the image of the capital of 500 million Europeans and increase the number of visitors to the 19 communes of the Brussels-Capital Region.

visit.brussels' activities are based around five central pillars, the purpose of each being to help visit.brussels achieve its missions.

These missions are centred on promotion and communication, and fit within the framework of an affinity marketing strategy that targets the members of different communities by focusing on their interests (comic strips, Art Nouveau and Art Deco, jazz, surrealism, Europe, contemporary art, gastronomy, etc.) or the kind of potential visitor they might be (congress goer, international association, families, LGBTQ community, etc.) and showcasing Brussels' advantages for each of those communities.

The five pillars are:

- **Destination Management Culture & City Life**
- Destination Management Convention & Association
- Sales & Marketing
- Events
- Operating & Finance

The department: Destination Management Culture & City Life

The Destination Management Culture & City Life department is made up of the City Life, Heritage, Europe, Arts & Creativity, Discover the City, agenda.brussels, screen.brussels Film Commission and Welcome units. Its mission is to put visit.brussels' affinity marketing strategy into place and establish links with the Brussels sector. To do so, it showcases the city's cultural and heritage offer, in order to reach target groups from Belgium and abroad who might be interested by Brussels.

The unit: experience.brussels

experience.brussels is a fun, educational and interactive permanent exhibition, that presents the multiple facets of the Brussels-Capital Region: its population, its culture, its institutional workings, its status as the capital of Europe, its inhabitants... Events, temporary exhibitions, aimed at groups and individuals, as well as activities for groups are organised throughout the year at experience.brussels. The exhibition covers 800m² on the first floor of the BIP building.

Mission

You will welcome and guide visitors to the exhibition (individuals and groups). On top of this you could be called upon to manage bookings, accompany groups visiting the exhibition, and participate, in collaboration with the Manager experience.brussels, in the organisation of educational activities and events linked to the exhibition.

Core tasks

- Welcoming and accompanying visitors to the exhibition, and informing them of its contents
- Informing visitors to the exhibition of the various ways to visit the exhibition (ex: for families or schools, teenagers, language learners)
- Making sure the exhibition is always correctly set up and ready to welcome visitors
- Technical monitoring of the exhibition: identifying issues, contacting the technical team and/or the building manager and/or the IT manager
- Welcoming groups that come to visit the exhibition
- Responding to information requested by telephone or online

Other tasks (to be defined in the internship plan)

We offer you the chance to adapt your internship depending on your preferred areas of interest. According to your interests and skills, you will, therefore, be able to accomplish the following tasks:

Marketing and communications

- Developing promotional channels for the exhibition
- Developing a promotional project for the exhibition
- Developing the Kids & Family sector
- Developing the MICE sector

Education

- Accompanying groups of children and adults through the exhibition
- Elaborate new educational activities

Events

- Organisation of an event (Iris Festival, Nocturne, Museum Night Fever)
- Running of events

Management

- Management of group bookings, timetabling and scheduling and follow-up of bookings.

Profile

- Qualifications: Must be in second or third year of Bachelor's degree or currently completing a Master's degree
- Fields of study: tourism – communications – marketing – events – education
- Languages required: French – Dutch – English
- IT: Good knowledge of Office (Outlook, Word, Excel)
- Previous experience of activity leading or guiding groups is a plus
- You are someone who is autonomous, versatile, well-organised, dynamic and presentable with impeccable people skills

Our offer

- A tailored internship in a small, motivated, open and welcoming team
- Close and personalised monitoring of the internship, based on listening and mutual trust
- An extraordinary work setting, at the heart of the Mont des Arts
- The opportunity to develop your professional network, thanks to the central role visit.brussels plays in Brussels' culture and tourism sectors
- The possibility of being invited to opening nights, temporary exhibitions and even cultural events

Practical details

- This internship offer is valid for a period of minimum two months and would preferably cover July and August
- Work timetable: the equivalent of a full-time, 38-hour per week post that can be stretched over several months if necessary. Occasionally the intern might be needed to work certain evenings or weekends, but will be able to recuperate that time as time off during the week
- Workplace: visit.brussels, rue Royale 2 – 4, 1000 Brussels (BIP building).
- The internship is unpaid.
- The intern is covered by his or her academic institution's insurance.

Contact

Please send your CV, cover letter and your availability by email to: b.vella@visit.brussels.