

OFFRE D'EMPLOI

Organisation, Société : visit.brussels

Pôle / Service : Client Experience / Visitor Services

Internship - Animation of strategic sectors : International Associations – Professional congress organisers – Ambassadors Program – Key Industries

Duration of the assignment: Between August or September 2021 and February 2022 (3 to 7 months)

Company: visit.brussels ASBL

Pole : Strategy & International Development

The "Strategy & International Development" team defines, in close collaboration with the general management, the strategy for the whole company: the brand strategy, the key themes, the market segment priorities as well as the objectives, priorities and moments of impact with regard to the clients. It brings together and energises the various players in the field and is the link between visit.brussels and the field players. The division is also in charge of B2B customer relations from A to Z. It steers the company's various strategic cross-functional projects through a project management office and is in charge of visit.brussels' strategic partnerships.

Team : Industry Coordination - support to a team of two

The Industry Coordination Department mobilises and energises the various partners, and acts as a link between visit.brussels and these field players. It raises their needs and informs them of the various visit.brussels projects and the expectations of the targets. Its role is to support and encourage innovation, the development of collaborative projects and the growth of the targeted sectors by putting new products, services, experiences, communication campaigns, events or any other means of developing awareness and attractiveness on the market. It provides input from the sector to the Marketing Strategy Department to feed the visit.brussels strategy. It ensures the education of the players by means of adapted tools.

Sectors: International Associations – Professional congress organisers – Ambassadors Program – Key Industries

General missions:

- animation of strategic sectors (see above)
- creation of targeted resources and activities for these sectors

- business development (network - contact management - opportunity creation)
- continuous communication with partners & prospects

Tasks:

- support for event organization (Ambassador Night – seasonal Fam trips – networking events ...)
- support for other ongoing projects (mappings - infographies - rétroplanning)
- supervision of the online webinar cycle for international associations in partnership with external suppliers (TBC)
- ownership specific project (associative & ambassador welcome packs + destination benchmark)
- content writing (mailings & webpages)
- CRM and mailing lists update

Profile:

- bilingual English – French
- excellent command of Pack Office (Outlook, OneDrive, Word, Excel, PowerPoint, SharePoint, Teams)
- autonomy and time management
- good analytical and writing skills
- good interpersonal skills
- Optional : experience/background in tourism, events, public affairs or communication

Conditions:

- 50% homeworking/ 50% at the office
- Unpaid internship

Contact:

Applications must be sent before 31st July at apply@visit.brussels

