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In cooperation with:

Germany
The travel destination
www.germany.travel



German National Tourist Board

Internship – German National Tourist Office UK and Ireland

On behalf of the German federal government, the GNTB has been working internationally to promote Germany as a travel destination for more than 60 years. It communicates the diverse appeal of the country to a worldwide market, thereby promoting a strong and attractive brand – 'Destination Germany'.

The GNTB plays an important role in the promotion of Germany as a travel destination on the international market. Its activities include the development of new marketing strategies and concepts based on specific themes, events and attractions and also bringing together and optimising the diverse marketing activities of partners in the German travel industry. It also takes an active role in the form of far-ranging sales activities in new growth markets. In this respect, the GNTB relies on its close collaboration with the German travel industry, partners from commerce and trade associations.

The GNTB's business goals are to:

- increase the volume of tourist traffic;
- boost foreign currency receipts;
- strengthen Germany's profile as a business location;
- position Germany as a diverse and attractive travel destination.

The UK & Ireland Office in London-Victoria is responsible for the British and Irish market. We support students studying towards a marketing, tourism or German language orientated Bachelor- or Master Degree by offering internships during which theoretical marketing knowledge is transferred into practical implementation. Students gain valuable insight into the work of a National Tourist Board in general and the varying tasks of a foreign branch office.

The challenges are very diverse and include, among other things:

In the area of marketing / sales

- Market research and evaluations
- Support and record meetings with partners
- Trade events
- B2B and B2C events

In the press area

- Planning and organization of press trips
- Creation of press releases, press cuttings and newsletters
- Press events

In the field of online marketing

- Planning and organization of influencer trips
- Social media (Facebook, Twitter, LinkedIn)
- Planning and implementation of campaigns with OTAs
- Influencer events

The tasks are very varied and include additionally general administrative support, the creation of Power Point presentations, image researches, translations and correspondence in German and English, as well as surveys / research / analysis / evaluations and documentation of results (Erfolgskontrolle)

Your profile

- Very good command of spoken and written German is a prerequisite.
- You have a command of English, level C1, spoken and written
- You are flexible, resilient and strong in communication, motivated and a team player
- You have a talent for organization and preferable some previous work experience
- You are a registered student in a BA or MA degree in tourism with a focus on marketing, sales or the press
- The internship is based on university regulations or as part of training at a legally regulated vocational academy (compulsory internship)

Holiday allowance

Holiday allowance is 2 days for each completed calendar month

Please send your detailed application with a cover letter in German by email to Ms. Dietz with Curriculum vitae and references in German or English: sylvia.dietz@germany.travel